

CHRIS PETERSON

chrispeterson@gmail.com | 917.447.7413

105-34 65th Ave. 2E, Forest Hills NY, 11375

SUMMARY OF QUALIFICATIONS

- Emmy-nominated digital producer and product developer with over 12 years of experience in online production and web development across varied industries and audiences.
- Extensive experience training and managing interdepartmental team members across range of disciplines including design, development, and production, and establishing and maintaining excellent vendor, client and internal relationships.
- Proven ability to handle variety of concurrent initiatives, from one-time sponsorships to large-scale site redesigns.

EXPERIENCE

Product Developer, Nickelodeon Digital at MTV Networks

June 2009 – Present | New York, NY

- Define and lead complete overhaul of the user-community experience for the 1.5 million registered users of Nick.com, with focus on personalization, gaming, user-retention, and social networking.
- Establish requirements and manage designers, developers, and external vendors on the design and implementation of new user-activity achievements system and other key gaming initiatives.
- Serve as consultant to Integrated Marketing & Sales groups on custom sponsorship opportunities which leverage community and gaming platforms, with budgets ranging from \$250K to \$2M.

Producer, The N Digital at MTV Networks

October 2007 – June 2009 | New York, NY

Associate Producer, The N Digital at MTV Networks

December 2006 – October 2007 | New York, NY

- Lead Emmy-nominated site redesign and rebuild of The-N.com, including overseeing all aspects of production from functional specifications to design to post-launch enhancements.
- Managed external vendors and internal development team to build and launch custom mini-sites, games and quizzes related to network's priority shows, sponsored community and user-generated content contests, and The N's first MySpace application.

Web Developer, Noggin & The N at MTV Networks

June 2004 – December 2006 | New York, NY

- As sole front-end developer for Noggin.com and The-N.com, optimized existing code and built all internal and sponsor-related initiatives including mini-sites, sponsored movie sections, and templates for custom sweepstakes. Primarily worked in PHP, Smarty, HTML, and Flash.
- Managed and prepared all multimedia and helped lead platform conversion to Flash video.

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Web Developer/Designer at Lazard Asset Management

July 2001 – April 2003 | New York, NY

- Built and maintained five key regional, multi-lingual corporate marketing sites designed to support international clients and Sales team.
- Trained and supervised team members in front-end development and design tools and best practices.

Project Manager at Net Technologies

May 2000 – March 2001 | New York, NY

Web Developer at Net Technologies

March 1999 – May 2000 | New York, NY

- Worked with clients such as Morgan Stanley and Lazard Asset Management to scope and implement web and intranet projects including site additions and full redesigns.
- Managed production and programming teams to ensure projects were built to spec and delivered on-time and within budget.

EDUCATION

New York University, School of Continuing and Professional Studies

2005 | New York, NY

Flash, PHP, and Film Producing

Savannah College of Art and Design

1995 – 1998 | Savannah GA

Bachelor of Fine Arts in Computer Art

Colorado Mountain College

1994 – 1995 | Glenwood Springs, CO

Graphic Design

COMPUTER SKILLS

Photoshop, Dreamweaver, Flash, PHP, Smarty, HTML, Microsoft Office, JIRA Bug Tracking, Confluence Enterprise WIKI