

JACK WESSON NEALY



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INDUSTRY EXPERIENCE

Digital Campaign Manager,

North America

July 2018 - Present

Hogarth Worldwide

(Primary Clients - EY, HSBC, Bose, Volvo, Dyson)

- Hogarth's North American campaign team lead, liaising between the client, inter-agency partners, publishers, and our global centers of excellence.
- Build relationships with agency partners to leverage Hogarth's production capabilities and create new business opportunities.
- Optimize workflows to meet the demands of our global production strategy
- Track SOWs to assure the project delivers on time and under budget
- Support account teams with design and development expertise and experience

Senior Technical Producer

February 2015 - June 2018

Townsquare Media

(TSM Network - xxlmag.com, tasteofcountry.com, screencrush.com, popcrush.com, loudwire.com)

- Manage the production for all rich media executions on the Townsquare Media Network
- Maintain the internal and external spec document for Townsquare's ad products
- Serve as the technical representative for client facing meetings with our sales and media planning teams
- Lead exploratory conversations with sales/planning teams who seek to go beyond our institutional product offerings & proactively secure new business opportunities
- Collaborate with the development team on creating new and improving existing ad products
- Oversee the layout and branding of TSM's 300+ local radio sites on the WordPress platform

Digital Media Manager

April 2011 - February 2015

Defy Media/Alloy Digital

(smosh.com, break.com, teen.com, gurl.com, mademan.com)

- Interfaced with account, adops, and design teams in Los Angeles, Toronto, and Shanghai for various campaign executions
- Built rich media ad units on Doubleclick's Studio platform
- Worked with the sales team and project managers to create new rich media ad products for Alloy Digital's network of sites
- Built rich media and non-rich media IAB banners for branded campaigns
- Managed video content for rich media banners

Interactive Designer

January 2007 - April 2011

Alloy Media + Marketing

(alloy.com, teen.com, alloytv.com, channelone.com)

- Lead designer on branded campaigns from the west coast office with budgets ranging from \$20,000 - \$3.5 million
- Created custom branded channel experiences on Alloy's core sites
- Created static, Flash, and rich media Flash ads for campaigns living on Facebook, and Alloy Network sites
- Collaborated with the project producers and clients to assist in the execution of programs
- Created graphics for editorial articles, features, and games

Freelance Designer

August 2006, October 2006, December 2006

Palisades Media, NBC.com, NBC Agency

- Created Flash ads for various campaigns under tight deadlines
- Served as a production artist for a number of NBC.com sites

Freelance Website Designer

November 2005 - April 2007

Keyshawn Johnson Education Foundation

(kjef.org)

August 2006

Road Show LLC

(roadshowllc.com)

August 2002 - December 2005

Department of Classics - Univ. of Kansas

(ku.edu/~classics)

PROFICIENCIES

Certifications

Doubleclick Studio, Flash, HTML5

Tracking Metrics Platform

Google Analytics

Development and Creative Applications

Photoshop CC, After Effects CC, Fireworks CC, Animate CC

Coding Languages

HTML, CSS, Javascript, JSON

AWARDS & MISCELLANY

Beanie Award - Outstanding Metrics, Pentel Smoothest Line Contest, Q4 2008

OOMA Magazine - Pentel Smoothest Line Contest, 2009