

ANDRÉA CLÁUDIA NAHAMA

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<http://www.acnahama.com>

A highly motivated professional with experience managing interactive business operations. Seeking a position as an Interactive/Online Project Manager for a dynamic corporation.

Proven ability to work under extreme deadlines and budget constraint, as well as execute despite unexpected corporate events (change of control, merger and acquisition). Strong technical knowledge, backed by an Internet Webmaster certification. Fluent in English, Spanish, and Portuguese.

Core competencies:

- Understanding of both the business and the technical sides of interactive projects
- Proven ability to manage budgets and project executions through challenging timelines
- Experienced in documentation requirements and deliverables to fit corporate and client needs
- Experienced in coordinating and managing corporate intranets developments and consumer portals
- Experience evaluating online technology, traffic flows, and providing maintenance recommendations

Professional Experience:

DDB-LA Advertising, Venice, CA

2008 - 2009

Interactive Project Manager

- Managed primarily Activision's account leading a variety of online projects for over 9 video game titles such as "Guitar Hero On Tour", "007 Quantum of Solace", and "Call of Duty: World at War" (one of 2008's highest selling titles)
- Responsible for projects development/execution using external (third party) vendors, and internal resources
- Directed assigned projects by assisting with creative development, creation of RFPs, day-to-day vendor management and final delivery
- Worked with all key teams across the agency, including, but not limited to Creative, Consumer Engagement, Account Management, Project Management, New Business and Planning
- Developed and outlined accurate project scope, timing and budget serving as a point of contact whenever timing or budget required changes, updates, or re-evaluation
- Managed all external resources including vendors / contractors, as well as offline teams to explain project requirements, process and opportunities as needed

Andin – Jewelry.com, New York, NY

2006 - 2008

Interactive Project Manager – (go to www.jewelry.com to view website)

- Develop and acquire relevant content (managing and posting daily site assortments and HTML updates).
- Manage online advertising and technologies including landing pages, micro-sites, banner ads, newsletters, emails and sweepstakes utilizing both traditional and online media.
- Develop traffic and registration plan – conceive and implement new ideas and features to drive site traffic and registration.
- Develop, implement, and oversee SEO strategies managing and growing Organic and Paid Search campaigns.
- Manage, lead, and mentor web developers, graphic artists, and database programmers, directing them in the realization of the business concept and creative development.
- Coordinate the design and execution of the website, micro sites, newsletter, sweepstakes, and cross media marketing campaigns.
- Develop communications programs, partnerships, and promotional concepts (sweepstakes, giveaways) to drive traffic and encourage registration.
- Primary liaison of project activities with other departments including Sales, IT, Marketing, and Editorial.

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AC-Nahama - Consulting

2003 - 2006

Web Project Manager – Consultant (go to www.acnahama.com to view client's portfolio)

- Maintain, update current sites and develop new web based initiatives for different clients.
- Provide strategic consulting for site optimization for new and on-going e-commerce projects.
- Manage multiple consultants in interactive projects.
- Design, develop, and implement websites while leading consumer user testing and QA changes.
- Manage email campaigns and online marketing programs.
- Coordinate clients' meetings gathering requirements for web projects developing documentation, suggesting GUI layouts, analyzing usability and allocating available resources.
- Researched trends in e-marketing, search engines' optimization, and web visitor's behavior analyzing portal metrics using web trends live and HBX Analytics making marketing recommendations.

CITIGROUP, Tampa, FL

2003 - 2004

Tax Specialist Latin America / Corporate Intranet

- Responsible for the development and maintenance of the new "Citigroup Payment Services" global intranet.
- Analyzed tax business process for Latin America, developing operational procedures and guidelines. Project responsibilities include the creation of online tax library, forms and training materials used by the local line areas.
- Worked together with the development team to debug and restructure accounting database application.

ADULT CARE MANAGEMENT, Largo, FL

2002 - 2003

Web Developer – Consultant W2

- Responsible for the design, development and implementation of senior communities' web site. Managed and facilitated the coordination between sales, marketing and executive level to allow approved content to be generated meeting scheduled timelines.
- Developed, presented, and executed e-marketing strategy that included domain registration, keyword selection, site submission, and site positioning which ranked 5th on Google and MSN searches for selected Keywords – web trends live.

CP SHIPS, Tampa, FL

2001 - 2002

Rational Administrator – Business Analyst

- Responsible for the installation and configuration of ClearCase and Rational Suite.
- Provided guidance for developers regarding the creation of views using UCM or BaseClearCase to access VOBS.
- Implemented Rational Unified Process methodology from inception phase, in coordination with senior managers.
- Developed installation and configuration guidelines, documenting and publishing implementation procedures. Administrated groups and users for each rational product.

IC INTRACOM, INC., Oldsmar, FL

1999 – 2001

Web Developer

- Developed a commerce-driven website using HTML, java-script, ASP and Dreamweaver UltraDev Suite.
- Created online catalog system integrating site with File Maker Pro database, allowing users to access company-priced product line.
- Directed a team to research market opportunities and identify customer needs through site usage patterns.

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RISCMANAGEMENT, Tampa, FL

1995 – 1999

Business Analyst, South American Operations, 1996-1999

- Developed business process and needs analysis for the implementation of Tivoli solutions through partner company (IBM) in Rio de Janeiro, Brazil. Assisted engineers with the installation and integration of Tivoli and Remedy.
- Responsible for the formation of a new multi-national corporate entity based in Brazil, which entailed establishing procedures, hiring, and managing new sales staff.

Project Coordinator

- Developed corporate travel department and project scheduling system. Administered Remedy User Tools to keep track of all project activities for over 150 engineers in 13 offices nationwide
- Trained and managed staff in Remedy and Apollo applications, resulting in a company savings of over one million dollars a year

Computer Skills:

Web Editors: Front Page 98/2000/2003, Adobe Go Live 4.0, Dreamweaver MX and 8, Flash and Swish.

Applications: Remedy Action Request System, Rational Suite Enterprise, ClearCase, Adobe Image Ready, Adobe Image Styler, Photoshop 5.5, 7.0 and CS2, Web Trends Live, MS Office, Word, Excel and Power Point.

Operating Systems: Windows NT, Windows 98/2000 and Macintosh OS-9, Unix Solaris 8 and Linux 7.2.

Programming Languages & Scripts: HTML, DHTML, CSS, JavaScript and PHP.

Databases: MySQL.

Certifications:

CIW – Certified Internet Webmaster, E-commerce	Rational ClearCase/ClearQuest Administration
Fundamentals of Solaris for Systems	Remedy ARS Administrator Tools
Apollo Systems	Remedy ARS User

Education:

Bachelor's in Marketing, Escola Superior de Propaganda e Marketing, Rio de Janeiro, Brazil.

Associate of Art, Mass Communications, Hillsborough Community College, Tampa, FL.

- Excellent references will be provided upon request -