

Rich Goidel

Interactive Director

www.goidel.com

Profile

Multidimensional new-media specialist with extensive experience in the media industry—over 12 years in interactive:

- A powerful combination of exceptional managerial, communication, creative and technical skills
- A client-facing, seasoned professional who bridges the gap between customer goals, creative vision, user experience and product development
- A proven contributor to business strategy, project delivery, client acquisition, the creative process and employee satisfaction
- An accomplished leader and team-builder with a solid history of success in web development, email marketing, intranets, extranets, Flash, Director, database, CD-ROM, speaker support, direct response, print collateral, audio and video

Notable Clients

Microsoft, Coca-Cola, CNN, Bellsouth, Georgia Lottery, Mercedes-Benz, Weather.com, Atlanta Magazine, Nortel Networks, GE Power Systems, UPS, IRS, IBM, Marines, Church's Chicken, TBS, Time-Life, Fair Housing Institute, Save The Children

Industries

Advertising & marketing (B2B and B2C), technology, healthcare, financial, real estate, travel, government, legal, shipping & logistics, arts & entertainment, broadcast news

Professional History

Managing Director, *Dangerous Kitchen*

Atlanta (January 2010 - present)

Establishing and driving the vision of this new go-to-market agency

For more info, go to <http://www.dangerouskitchen.com>

SVP, National Digital Director, *Bernard Hodes Group*

Atlanta / New York (January 2009-December 2009)

Unifying Digital teams and building market strategy across a franchised marketing firm:

- Rebuild a decentralized, heavily fragmented digital model by integrating national and regional processes, systems and personnel
- Transform the agency from a traditional to digital model by working cross-functionally with all practice areas, including sales, account services, marketing-communications, branding, training, application development, IT and accounting
- Manage — and contribute to — strategy and production teams to elevate best practices, UX and process-driven deliverable streams

Results: Established and implemented new company-wide digital process, transforming the framework from "how do we get this done?" to "getting it done right" through greater attention to requirements-gathering, strategy, goal-centric user experience, streamlined production and QA

Professional History

continued

VP, Director of Interactive, *three*

Atlanta (November 2007-Dec 2008)

Expanding this traditional marketing agency's capabilities into the interactive arena:

- Strategize and ideate brand-centric, ROI-based interactive solutions for—and with—clients, focusing on the integration of digital communications with overall go-to-market strategies
- Flush out and document initiatives, budgets, schedules and concept models, presenting these across the client enterprise—from one-on-one working sessions to board-level presentations
- Liaison between clients, account teams and both internal and external creative/production personnel, coordinating efforts, enlightening the players and ensuring successful delivery

Results: three won four major online projects, a feat that would have been unattainable prior to my stewardship.

Broadened three's ability to pitch and engage clients with depth and breadth of services, expanding the client roster and positioning the agency for continued growth

Enabled three's transformation from an ad shop with tacked-on PR into a truly integrated marketing agency.

Director of Internal Engineering, Moxie Interactive

Atlanta (March-August, 2007)

Spearheading interactive, operational initiatives across multiple internal silos:

- Assess and implement internal systems, workflow and toolsets across the gaps between IT, Media, Creative, Marketing and Accounting
- Identify, ideate, architect and direct proprietary solutions for customer-focused web tools
- Engage personnel with Total Quality Management solutions to process needs

Results: This operational position quickly morphed into a triage of three legacy projects:

ECCO was an unrealized dream for a web-based "score card" by which Moxie could demonstrate the efficacy of a media campaign with a single number. It languished for more than a year prior to my tenure; I took over the project and delivered it in six months.

I initiated cost analysis and actions to recover lost productivity of more than \$200,000 annually with inexpensive interface updates to a web-based based time-tracking system plagued by poor performance and a myriad of usability issues.

Moxie employed an unwieldy, decentralized system of client extranets and lacked a company intranet. I resolved both by implementing Confluence, a low-cost enterprise wiki that promotes knowledge-sharing in a manageable, secure environment.

Professional History

continued

Executive Director and President, Media Firma

Atlanta (2004-October, 2007)

Guiding this new-media boutique from infancy to a dynamic digital-marketing agency, combining the disciplines of brand, design, technology and client service:

- Work directly with clients to assess business models and goals, pursuing growth opportunities for them and solid revenue for MF
- Strategize, identify, quantify and organize ideas, content and feature sets—and translate these into realistic proposals and actionable blueprints that assure brand, marketing, sales and development goals are met on time and within budget
- Supervise production teams; assure adherence to project objectives, timelines, client brand and development principles; establish process, protocol and methodology
- Executive producer of media production (graphics, animation, audio, video); approve project specs; secure talent; identify and approve assets

Results: MF grew by 600% in three years, with a strong client base; highly skilled and motivated personnel; a nurturing company culture; and prolific, award-winning products.

MF won Atlanta Magazine online, earning a bronze award in the City and Regional Magazine Association (CRMA) national competition, out of 700 entries.

MF won the Georgia Lottery "Win for Life" web site, based on our ability to completely address—and integrate—brand, creative and data criteria.

MF landed interface-design assignments for Coca-Cola's Lotus Notes marketing applications, due to my ability to translate creative concepts into clear design specs.

Interactive Director, DM3 Marketing

Atlanta (2001-2003)

Bringing marketing-application concepts to electronic fruition:

- Director and chief architect of electronic media projects, including the *Microsoft Southeast District* web site and email-marketing campaign, an ASP/SQL application with extensive customer profiling and tracking, dynamically displayed content, rules-based reporting and client-side administration components
- Established DM3's interactive production process; coordinated development among clients, creative and programming teams; assembled production budgets; managed project workflow; served as interactive "guru" in client pitches
- Concepted, created and produced "inSight," a web-based digital collateral delivery/tracking system that lets companies distribute their brand message through rich-media email and track user activity—in real time—within corresponding micro sites

Results: Transformed DM3 from a loosely organized group of marketers and designers—who chronically under delivered—into a unified team, progressing from small, static web sites and banner ads to campaign-based, dynamic web and CD-ROM applications.

Due to my proposal for and development of the Microsoft site, DM3 was named one of two MS-approved interactive-marketing vendors in the U.S. DM3's interactive revenue soared from under 20% to over 60% of total revenue in under 12 months.

Professional History

continued

Technical Director, Mindflex Interactive

Atlanta (1999-2001)

Technical director and developer of web and multimedia projects:

- Transformed the programming department from a single web author with limited abilities into a competent team of five programmers with broad-based hard-coding skills
- Established/implemented project workflow process from initial discovery and information design through completion, testing and delivery, along with departmental standards and methodologies for scripting techniques, web technologies and project organization

Results: Under my direction, Mindflex conquered severe interactive limitations and slashed production costs with in-house staff, time-saving standards and best practices.

Leveraging my creative, technical and project-management experience in sales pitches, we landed large assignments for Weather.com, Nortel Networks and Mercedes-Benz.

Creative Director, PTi International

Atlanta (1999)

Oversaw conceptual and creative development of new-media projects:

- Implemented creative workflow, methods and practices with a four-person design and animation staff
- Established an in-house web-production process and brought company-wide insight to the creative process

Result: My stewardship turned a floundering creative staff into a cohesive team with a portfolio that won profitable assignments with the IRS, McKesson HBOC and others.

Technical Skills

Proficient in computer programming, software and media production:

- Programming languages include HTML/CSS/DHTML, PHP, ASP, SQL, JavaScript, XML, VBscript, ActionScript and Lingo, some AJAX and Velocity
- Database skills include MySQL, MS SQL Server, MS Access, FileMaker and dBase
- Software expertise in Flash, Director, BBEdit, ProTools, OmniGraffle, Project, Visio, Fireworks, Merlin, Mac OS, MS Office and various other project-management and web-development tools
- Working knowledge of Photoshop, Illustrator, Freehand and other design tools
- Exceptional audio editor and sound designer with experience in video production/editing

Education

MM — University of Miami, Coral Gables, FL
Studio Production

BA — State University of New York at Fredonia
Music Theory and Composition