

ADAM L. PERLIS

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EXPERIENCE

The Horn Corp

Manager Digital Production,

New York, NY

Sept 2008 - Present

- Head sales and integrated marketing efforts, including social networking, viral video, and web 2.0 initiatives.
- New business lead on all pitches and responsible for idea generation in regards to new client acquisitions.
- Creative Director overseeing multiple multimedia production projects for NBC, TruTV, and Blizzard.

NBC Olympics

Producer,

New York, NY

August 2008

- Wrote and produced 2-5 minute segments for the Highlight Factory which distributed content to NBCOlympics.com, VOD and OOH.
- Ran 3 HD edits a day producing highlight recaps, features, and special projects.
- Acted as the liaison between the graphics department and the Highlight Factory, coordinating graphics for HD and SD edits.

NBC Sports

Production Assistant,

New York, NY

Mar 2007-Mar 2008

- Wrote, edited and produced promotional spots for all NBC Sports properties.
- Responsible for the management and implementation of the promotions process for events such as Sunday Night Football, Wimbledon, Kentucky Derby, and The U.S. Open Championship.
- Scheduled and coordinated promotions across multiple platforms (television, web, and mobile) and across multiple network affiliates and NBC owned stations (CNBC, UniHD, Bravo). Liaison for all cross promotional opportunities.
- Wrote, edited and produced in-game graphic promotion and OOH media across all of NBC Sports.
- Created cross promotional mobile initiative with NBC2GO and delivered the first NBC Sports promotion to ever hit the mobile device.
- Served as the liaison between the graphics department and promotions department overseeing production and fulfillment of all graphic requests.

Digitas

Associate, Marketing

New York, NY

Aug 2006-Mar 2007

- Worked across three business streams (Membership Rewards, Best Practices and Blue) managing various client projects and serving as the liaison between Digitas and American Express.
- Built and managed client relationships, serving as the day-to-day client resource for all project activities.
- Owned team finances while maintaining project budgets and forecasting responsibilities.
- As a member of the Best Practices Team, assisted in the Digitas initiative to share key learning's across multiple business units, accounts, and capabilities.

EDUCATION

The George Washington University

Major: Business Administration Dual Concentration: Marketing and Sports Management

Washington, DC

2002- 2006

GPA: 3.3

Awards: Jack B. Sacks Marketing Scholarship, *Dean's List* (Spring 2003, Fall 2005)

SKILLS

- Language: Fluent in Spanish • Computer Proficiency - Windows: Microsoft Office Suite • Web: HTML, Wordpress
- Mac: Final Cut Pro, Motion, Cinema 4D, Adobe Creative Suite, After Effects. Dreamweaver PC: Experienced using AVID
- Highly experienced working in High Definition (HD), Reel: AdamPerlisTV.com