



Paul R. Hollett

618 Portland Avenue, Baldwin, NY 11510

Voice: 212.604.0666 Mobile: 917.817.1369

paulh@lfstudios.com



Engagement Manager | Producer | Creative Director | Digital Strategist

20+ years of creative digital media strategy and production experience across Interactive and Online publishing projects. Strategic, creative and digital project management roles with 15+ years in senior roles. Conceived, researched, set goals, proposed & managed execution on large client media content projects from live exhibits to interactive training & online content. Veteran practice knowledge and skill across production management, eCommerce, digital strategy & online distribution, Social Media Marketing (SMM) and search technologies.

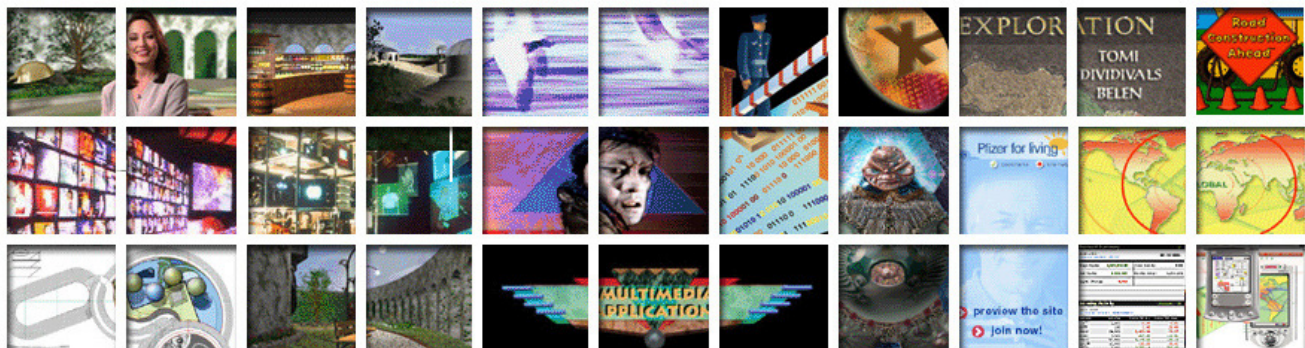
Award-winning creative digital content concept and production development for clients such as 3DMirage, AOL, Bozell Worldwide, Cantor/eSpeed, Life Magazine, Lowe Advertising, Meta4, Paramount Interactive, Philip Morris, Poppe Tyson, Prudential, Simon & Schuster, Sony, Time Warner, Touchtunes, Viacom, Wunderman, Yahoo, Young & Rubicam, ZStrata LLC.

Successful online agency engagements, eCommerce planning and interactive media production management. Client successes include Merrill Lynch, Cantor Fitzgerald, Chase Bank, eSpeed, Internal & External Communications (Intel, MCI), iXL, JWThompson, JWT Interactive (Qwest), Kirkland Lake Gold, Meta4 (Citibank), Sony and USPS.

Innovative creative exhibit & marketing event presentation designs for clients including Asia Society, Burson Marsteller (Hyperion, IBM), Caribiner (Ford, Kodak), Click3X (Samsung), eSpeed, Friedman/Fairfax Publishing, IDT Communications, Philip Morris, Staging Techniques (Microsoft), Virtually Real Group, World Gold Council.

Expertise to deliver results across digital branding, user-experience design, info architecture, team management, client relationship cultivation, cross-selling and distribution strategy. Specific capabilities include:

- **Needs assessment, review of detailed RFPs and solution specification** in tandem with creative & technical teams. Authored project winning proposals, managed budget planning and supervised project execution including creative service coordination, interactive content planning & design, tech integration, progress reporting and final QA testing.
- **Strategic development of innovative digital audience & user experiences** with technical implementation expertise to clearly communicate across complex ideas, markets and clients. Project awards include Marcom Awards, Webby, MacWorld "Best of Show".
- **Unique production experience and practice knowledge** with intuitive skills to evaluate emerging technology options and manage challenges ... and the ability to develop alternative production strategies as needed.
- **Team leader and motivator of design and production teams** skilled in recruiting, hiring, training and inspiring. Built talented digital media teams across creative and technical disciplines including; user interaction research, info architecture, interface design, art direction, animation, video streaming, Web 2.0 user-centric application development, collaboration software implementation and technical integration to client Enterprise.



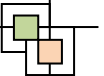


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Experience:

- 2006-Current: Light Fantastic Studios -Engagement Director, Producer, Digital Strategy Consultant**
Clients: 3DMirage, 3D Training Institute, Asia Society, Click3x/Samsung, Coolsigns, Forge Media, InTV, Kirkland Lake Gold, Prudential, StagingTechniques, SubMedia, Synthespian Studios, Touchtunes, Video Corp. of America, VirtuallyReal, Zeluck Inc, ZStrata LLC
- 2000 - 2008: ZStrata LLC - Client Partner / Content Director (*2006-08 as senior consultant)**
Clients: Cantor Fitzgerald, CantorCO2e, DJM Realty, eSpeed, Prudential, Ripco Realty, Soundview Investments, Virtually Real Group
- 1998 - 2000: Channell Communications - Executive Producer, eCommerce Strategy Director**
Clients: Cantor Fitzgerald, Chase, GymAmerica, Huntington Learning, LivePerson, Merrill Lynch, New York Life, Pseudo, Qwest Communications
- 1996 -1998: Light Fantastic Studios - Executive Producer, Digital Media Consultant**
Clients: Burson-Marstellar, FashionMusic, IDT Communications, iXL, Lowe Advertising, Morgan Stanley, Prudential, Valentino, V2 Entertainment
- 1992-1996: Arc Studios International - Senior Vice President - Creative Services**
Clients: Bozell, Colgate, Dow Jones, Doubleclick, GNC, Mastercard, Poppe Tyson, Simon & Schuster, Sony, Viacom, Wunderman, Y&R
- 1988 -1991: Freelance Digital Producer, Designer & Interactive Media Consultant**
Clients: ArtMachines, Bozell, Caribiner, Citicorp, Cortez-Seidner, Eastern Computer Graphics, DDBNeedham, Intel, JPMorgan, McCann-Erickson, MCI Communications, Merrill Lynch, Texas Instruments
- 1985 - 1988: Merrill Lynch, Manager, Executive Presentations, Investment Banking, NYC**
- 1982 - 1985: Freelance Computer Artist / Photographer / Computer Graphic Consultant, NYC**
- 1980 - 1982: The Mirrer Group, Inc. / Mirrer Image Productions Video Producer, Media Director, NYC**
- 1975 -1979: Freelance Video Producer / Photographer, San Francisco / Los Angeles, CA**

Education: Arizona State University, BFA / Photography & Multimedia 1975
Emerson College, Boston, Mass; Theatre & Communications

Member: ACM/ Siggraph, IICS, NYNMA/SIA, NYCoF, LISTnet
Listed: Who's Who Worldwide, Who's Who in Communications
Certified New York State Educational Curriculum Evaluator

Conference & Event Speaker: Multimedia Expo, Toronto
NYNMA Conference, New York
New York PC Expo, New York
Siggraph, New York Chapter