Ray Robertson | www.rayfolio.com | ray760@rayfolio.com | 347.613.1769

OBJECTIVE Talented internet marketing mind seeking challenging opportunity to work for a creative and innovative company, which promotes learning, growth, and team work.

PROFESSIONAL EXPERIENCE

June 2011 – Present
Flashtalking. New York, NY. Senior Technology Specialist

- Create/modify ActionScript & JavaScript templates for rich media ads.
- Consult with agencies to build effective creative executions.
- Assist Campaign Managers with publisher side Javascript tags.
- Relationship building with creative agency developers.
- Innovate with the platform development team for UX recommendations.

September 2008 – May 2011
Microsoft Advertising. New York, NY. Rich Media Engineer

- Performed video conversion and compression.
- Assisted campaign managers during kick off calls to set clear expectations and time frames.
- Provided clients with Atlas Flash Media Ad Kit and best practices creative training.
- Tested and conducted Quality Assurance of internal Rich Media components.
- Assisted sales team with selling Atlas Rich Media and evangelizing the product.
- Converted Rich Media Flash creative to A.R.M specifications using Flash ActionScript coding.
- Provided troubleshooting assistance and fixed client Atlas Rich Media built ads.
- Implementation of CSS z-index fixes of creative's on publisher pages.

Sept 2006 – June 2008
Google/Doubleclick. New York, NY. Rich Media Ad Builder

- Assisted team lead with the dissemination of work, defining execution complexity and communicating with campaign manager's definitive timeline for completion.
- Provided video editing and compression to various formats for implemention into Rich Media campaigns.
- Developed rich media Flash ActionScript banner ads to be served on the dart motif platform.
- Implemented Flash video, widgets, send to a friend, and other ad functionality.
- Provided ttroubleshooting for active campaign issues on publisher sites.
- Converted Flash flies in dartmotif adkit, to MTF specs.

EDUCATION

New York Institute of Technology, New York, NY
Bachelors of Fine Arts (BFA) – Computer Graphics Design
Graduated 2005

Borough of Manhattan Community College, New York, NY
Associates in Arts (AA) – Liberal Arts
Graduated 1999

DIGITAL SKILLS

Programming
ActionScript, HTML, CSS, JavaScript, jQuery, XML

Software Applications
Flash, Dreamweaver, Aptana, Firebug, Fiddler, Charles, DebugBar, Photoshop, Fireworks, Premiere