

Tom Tenney

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Qualifications Summary:

- Twelve years in the online/interactive industry
- Expertise in social media and Web 2.0 technologies and marketing strategies
- Agency and client side experience
- Experience in building and managing online communities
- Ability to think conceptually & creatively about online media
- Excellent project/budget/schedule management & analysis

Experience:

September, 2007-Present

VH1 Digital/MTV Networks

New York, NY

Senior Producer, Community & Social Media: Responsible for all aspects of community building and community management on all VH1 websites and verticals. Specific duties include: product development and oversight; developing project goals and strategy; writing functional specifications including feature requirements and wire frames; overseeing production and moderation teams; overseeing management production schedules and budgets; managing VH1's relationship with the developers & managers of third party vendors and Flux – MTV Network's social networking platform; researching emerging technologies and making recommendations to executive staff; developing strategies and success metrics for new community sites and initiatives; working with product development team in the creating of new sites and features; tracking and analysis of site metrics.

2000-2002, 2005-2007

Oxygen Media

New York, NY

1/07-8/07: *Director of Community / Oomph.Net*, Oxygen's Social Network: Responsible for day-to-day operation, including managing paid talent (bloggers), schedules, budgets, technology providers, and working with the SVP of Online to create online and offline promotions for the site; brought membership from 0 to 60,000 in 6 months.

2005-2007: *Senior Producer* for various online initiatives (B2B & B2C): Responsibilities included managing budgets and schedules & working with internal teams to manage projects from conception to completion.

2000-2002: *Content Producer, Integrated Strategy* : Worked with Ad Sales and Marketing to conceptualize and develop new 'integrated' (online and on-air) strategies for Oxygen's ad partners: developing concepts, writing and editing copy, developing site architecture, and advising the design team in development of creative.

October, 1998-December, 1999

Bates USA/141 Interactive

New York, NY

Senior Interactive Producer: Responsible for management of interactive projects at a top-ten advertising agency, including: managing project schedules and budgets, overseeing the production and creative teams, developing cost/hour estimates and controlling budgets, creating flowcharts, project plans and production schedules for website and banner ad development, presenting interactive ideas and strategies to clients, and interacting with them on a daily basis. Clients: Moet & Chandon, Warner-Lambert, T. Rowe Price, Mapquest.Com, Sauza Tequila and the US Government (ONDCP & JRAP). (Contact: **Mitchell Reichgut**)

1998-1998

Blue Barn Interactive

New York, NY

Online Community Producer/Copy Editor: Responsible for content creation & delivery, quality assurance, and project management for a boutique interactive company specializing in online communities. Maintained schedule of deliverables to clients, monitored community activity on client websites, generated reports on community activity, oversaw 25+ remotely-stationed hosts, moderated chat events for client communities, wrote and edited content for a weekly forums on a major college online network. (Contact: **Josh Sinel**)

1997-1998

Agency.Com

New York, NY

Recruiter: Responsible for recruiting and hiring efforts for all departments within a major interactive agency. Reviewed resumes and qualifications of all candidates, scheduled and conducted job interviews, negotiated salaries, and ensured smooth transition for all incoming employees. The job entailed building a department from the ground up: Creating policies and procedures, building and maintaining a database of candidates, and creating schedules and reports.

Skills and Software:

- * Project coordination and management
- * Copywriting and editing skills
- * Expertise in web 2.0 technologies - Ajax, XML, JavaScript, and digital video technologies
- * Solid written and oral communications skills
- * Type 50 wpm
- * MS Office (PowerPoint, Word, Excel, Access, MS Project, Outlook)
- * Other Software: Final Cut Pro, Photoshop, Illustrator, FileMaker Pro, Dreamweaver MX

Education:

2012 (anticipated) New School University, M.A. in Media Studies
1984-1986 New York University, New York, NY Theatre
1993 Ringling Brothers & Barnum & Bailey Clown College

References & Writing Samples: Available Upon Request