

John C Mucci

9 DeForest Road, Wilton, CT USA 06897 | 203 722-6751 | jm@jmucci.com

CLIENTS

PHARMA: AstraZeneca, Bayer, CIBA/Novartis, Genentech, Janssen Pharmaceutica, Merck, Ortho McNeil, Pfizer, Roche, U.S. Surgical Corp., Warner Lambert, Wyeth-Ayerst

—
American Express, Citicorp, Con Agra, Grace Children Foundation, Heineken Premium Light, Juran Institute, Legrand Electronics, Lucent, NCR, PricewaterhouseCoopers, Thermo Scientific, Transcendive, WWE

TECHNICAL SKILLS

Project Management: Advanced MS Project, Jira, Sharepoint, Basecamp

CMS: Sitecore, Convio, Kintera, Interwoven, Vignette

Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Acrobat Professional, CSS, HTML, Omnigraffle, MS Visio, FTP, Advanced MS Suite: Word, Powerpoint, Excel; MS Access, XML; working knowledge of JavaScript and Flash

AGENCIES

1919-NY, 22Clicks, Atlantic Pictures, ACG Communications, Broad Street Productions, Caribiner International, Drury Design Dynamics, Euro RSCG 4D, LCI Communications, MJM Creative, Mintz & Hoke, National Video, Palace Digital Productions, Publicis Modem, Todd Street Productions

OBJECTIVE

As a **Senior Interactive Project Manager**, to lead a quality team of creative and technical personnel in digital multimedia production.

SUMMARY

Highly creative and award-winning communications leader with expertise in integrated marketing communications as well as web development and deployment. Demonstrated ability to implement ideas from concept through production while delivering business objectives with cross-functional team

EXPERIENCE

John Mucci Communications | Wilton, CT May 2008 – present
Independent producer and project manager for interactive media

- Integrated marketing, IA, functional specs and digital project management (including creating SOWs, schedules, leading status meetings, contact reports, risk management), working under contract for:
 - Harrison & Star Digital (09 ASH conference iPhone app for Genentech attendees)
 - Euro RSCG Life 4D (Exploria/CUE closed-loop marketing program for Pfizer)
 - Mintz and Hoke (Avon, CT – large DB-driven website for Legrand Electronics)
 - LyonHeart Interactive (Exploria/CUE program on Geodon and Aromasin for Pfizer)
 - PublicisModem, (Multimedia rollout in Eng/Spanish, website, sweepstakes, rich-media banners, mobile input, outbound email marketing, social media, SEO/SEM for Heineken – Norwalk, CT)

Americares | Stamford, CT Sept. 2004 – May 2008
Manager, Web-based Communications

- Designed and implemented strategy for NGO web presence; brought in \$14 million in online donations
- Directed integrated direct response and email marketing to 300,000 donors and prospects, resulting in 250% increase in donations in 2006-2007

Drury Design Dynamics | New York, NY Sept. 2003 – Sept. 2004
Training Producer, Pharma (contract)

- Produced training and customer-facing print and web materials for multi-city rollout of three multimillion dollar products for Johnson and Johnson companies
- Trained three U.S. segments of > 700 sales reps to J&J's top satisfaction

MasterCard International | Purchase, NY April 2002 – Sept. 2003
Senior Marketing Communications Consultant (contract)

- Wrote and produced customer-facing print and digital marketing materials for MasterCard's "Payroll Card" in Spanish and English representing the first roll-out to 35,000 people and eight states

LINKS

www.americares.org
www.legrand.us
www.fibroknowledge.com
www.descubrelodelicioso.com
www.heinekenredstarsoul.com
www.transcensive.com

EDUCATION

BA, English
Carnegie-Mellon University

MA, Educational Media
Fairfield University

PROFESSIONAL ASSOCIATIONS

Public Relations Society of
America, American Society for
Training and Development,
International Television
Association, HTML Writers Guild,
International Webmasters
Association, American
Management Association

The Interactive Channel | New York and Dallas, TX Mar. 2000 – Feb. 2002
Vice President, Local Products

- Effectively led a team of 21 professional editors, gathering news, sports, business updates and weather for > 20 markets resulting in 200% increase in viewership
- Negotiated contracts with Scripps-Howard, Zagat's, Broadway.com

Design Trust | Wilton, CT
Senior Consultant

Apr. 1999 – Mar. 2000

- Produced large DB-driven web presence for ConAgra Foods, including recipes, investor relations, press releases and over 200 brands
- Project managed DB-driven websites for ACE Insurance, Transcensive.com, Citicorp, Thermo Scientific

Penultimate Productions | Wilton, CT
Creative Director / Interactive Producer

Sept. 1997– Apr. 1999

- Wrote and produced pioneering multimedia strategic branding presentation for PricewaterhouseCoopers, presented to 800 members at first partners' meeting ("Digital Storytelling")
- Wrote and directed marketing materials for major production agencies including Caribiner, ACG Communications, LCI, Todd Street Productions, Palace Digital Productions

GTE Service Corporation | Stamford, CT
Director, VisNet East

April 1981 – Sept. 1997

- As head of 25-member department, had full P/L responsibility as well as managed contractors and third-party vendors
- Full account management of internal and external clients
- Supervised creation of more than 300 productions a year in corporate and private-broadcast television
- Negotiated rights to content and repackaged for broadcast on GTE's Visual Communications Network (VisNet) to 380 GTE downlinks and further subscription across the U.S.
- Wrote, produced and directed more than 150 television productions, presentations and events for GTE