

Steve Apple

Experienced digital media professional who effectively applies his creative and technical background to deliver efficient results.

10/07 – Present **Digital Operations Analyst**

- Support Client Services department; creating video players and meeting demand in a timely manner
- Assist Chief Marketing Officer with Photoshop graphics on demand
- Manage web traffic reports using WebTrends for destination video players
- Log and track bugs using Salesforce system

4/07 – 9/07 **Web Analytics Product Manager, Launch Team**

- Interviewed 12 departments and incorporated goals & data points into a Product Requirements Document
- Selected vendor for report analytics
- Designed report wireframes and user interface

8/06 – 9/07 **Product Services Analyst**

- Managed client playlists and video players, including Photoshop & Fireworks image manipulation
- Developed custom “editorial features” including selecting images and writing captions
- Provided weekly introspective on product interfaces to product design team, increasing usability and turnaround of new product development
- Optimized processes, including the building of playlists, by 50-80% to ensure that >nbbc was able to launch with more than 2,000 clips in the system and more than 30 players delivered
- Searched out and effectively implemented new processes to compensate for vendor limitations, including a program to rename files in under 10 min rather than manually updating file names, meanwhile reducing human errors. Assisted team members to reduce MRSS feed ingest from 2 days manually to 1 hour
- Successfully became the primary contributor to technical product management, logging more than 200 bugs, monitoring potential fixes, and testing results thoroughly with little to no direction

9/05 – 8/06 **XML Content Editor**

- Edited XML code using Altova XMLSpy
- Edited HTML code for online textbooks
- Tracked bugs using Vanteon QA testing software
- Modified images using Photoshop

8/04 – 8/05 **Web Designer**

- Determined client needs, recommend hosting options, work within client budget
- Designed websites using Macromedia Dreamweaver, Fireworks, Photoshop and Flash
- Created audio clips using Sonic Foundry Sound Forge
- Edited video clips using Final Cut Pro
- Volunteered at Tipitina's Co-Op to teach students Macromedia products

8/99 – 8/04 **Web Designer / Webmaster**

- Responsible for supervising web development projects from inception to completion using Macromedia Dreamweaver and direct HTML coding, graphic design using Macromedia Fireworks
- Created Real Audio files for websites using Sonic Foundry Sound Forge
- Set up and Administered sites on multiple Co-Location Windows NT servers using IIS, MMC, iMail, Web Trends
- Directly supported, updated and maintained 40+ client web sites

9/97 – 8/99 **Video Editor**

- Edited commercials, videos and long-format programs
- Created broadcast quality graphics utilizing PhotoShop
- Worked closely with creative, production, and management staff on all productions

9/95 – 9/97 **Video Editor**

- Edited segments for both news and entertainment programming
- Successfully met tight deadlines for same day broadcast