

Marcelo Lewin

Web Developer - Video Shooter – Video Editor - Blogger - Podcaster – Project Manager - New Media Guru - Entrepreneur

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Websites:

CenterForNewMediaStudies.com
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Social Networks:

- ⇒ [Twitter.com/NewMediaDude](https://twitter.com/NewMediaDude)
- ⇒ [Twitter.com/MacProTipsDude](https://twitter.com/MacProTipsDude)
- ⇒ [Facebook.com/pages/Center-For-New-Media-Studies/175524837149](https://facebook.com/pages/Center-For-New-Media-Studies/175524837149)
- ⇒ [Facebook.com/pages/CNMS-TV/160159151245](https://facebook.com/pages/CNMS-TV/160159151245)
- ⇒ youtube.com/TheDigitalScene
- ⇒ linkedin.com/in/MarceloLewin
- ⇒ flickr.com/photos/newmediadude/
- ⇒ meetup.com/members/4297393/
- ⇒ screenjelly.com/user/wDmu8kF3a2Q
- ⇒ friendfeed.com/newmediadude

Social Network Stats As Of 12/1/2009:

Twitter: 1700+ followers
Facebook: 200+ fans
YouTube: 2400+ video views
LinkedIn: 355+ connections
Flickr: 1000+ views

Objective

To work with like-minded people that love and passionately believe in new media.

Profile

I have been designing, developing and managing medium to large web / interactive media projects since 1995 in various companies including Toyota Corporation, NBC, Walt Disney Imagineering and Shea Homes. I've been producing, shooting and editing web videos and podcasts since 2005. I'm also huge believer in and have lead projects involving New Media including eMarketing, Social Networking and Blogging since 2007.



Being an entrepreneur at heart, I founded, developed and sold 2 companies in my past; My Internet Desktop was founded in 1999 and sold to Internet Appliance Network in 2000. Pixel Heads Network was founded in January 2008 and sold to ProMAX Systems in December 2008.

The companies I've worked for and the industry I'm in have recognized me as a leader in my field, ready and willing to take on any facet of the job to make sure it is completed on time and on budget. I'm a strategic thinker, a hands-on tactical implementer and a goal driven individual who understands the importance of balancing new technology with business practicality.

I'm bilingual (English / Spanish), married and have 2 sons. My hobbies include photography, videography, movies and anything web / new media related.

Work Experience

Founder & CEO, Center For New Media Studies / CNMSTV - Sept 2009 - Present

As the founder of Center For New Media Studies and CNMS TV, I'm in charge of the strategy and tactical implementation of all of our projects. CNMS provides new media education by offering free online Webinars along with New Media services for small to medium size companies that want to implement new media and social media strategies. CNMS TV offers free web shows for digital media creators.

Director of Interactive Media, ProMAX Systems - Jan 2009 - Aug 2009 (8 Months)

I joined ProMAX via the acquisition of my company Pixel Heads Network. As their Director of Interactive Media, I was in charge of all online and new media projects for the company including strategic and tactical implementation. As our team was a small one, being the lead of such a team meant that I had to both create the strategy for our department and then jump in and actually help implement the projects tactically. Some of my responsibilities included the creation and maintenance of our eMarketing plans and campaigns, the implementation of those campaigns through various online channels (e.g. Google Ads, eMail, Blogs, Social Network, our website, etc.), web development (via PHP

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and ColdFusion), creating web videos (shooting, lighting and editing), creating podcasts, plus various other responsibilities that come along managing a large web site.



Founder and “Chief Pixel Head”, Pixel Heads Network - Jan 2008 - Dec 2008 (1 Year)

As the founder of Pixel Heads Network, I designed and developed (in PHP / Wordpress) the website from its inception. I was also in charge of the strategy, direction and day to day operations of the site including hands on development, creating the web shows, shooting, editing, marketing, and everything else that goes along when managing a project of this size by one person. My company was acquired by ProMAX Systems in December 2008.



Interactive Media Manager, J. F. Shea - Mar 2001 - Jan 2009 (7 Years 10 Months)

As the Interactive Media Manager at J.F. Shea Co., Inc. I was in charge of web development (ColdFusion 8), web design, web project management, podcasting, video production and post-production and general management of the interactive media studio. I also set the strategy for the department, negotiated with outside vendors and agencies, managed a team of digital media creators and created and maintained tactical plans.



General Manager, Internet Appliance Network - Jan 2000 - Dec 2000 (1 Year)

Internet Appliance Network acquired my company My Internet Desktop in December 1999 and in January 2000, it became a division of IAN and I became it's General Manager. I was in charge of the strategy, tactical implementation and system architecture of My Internet Desktop while also managing developers, designers, content producers and vendors. Unfortunately, IAN restructured and subsequently closed down during the 2001 dot bomb market.



Founder, My Internet Desktop - Jan 1999 - Dec 1999 (1 Year)

As the founder of My Internet Desktop, I was the original programmer that created the web based product (ColdFusion), which was ahead of it's time (think Facebook, but in 1999). The system included a web based virtual desktop plus 11 productivity web applications such as Email, Calendar, Bookmarking, Word-processing, etc. We also offered an API to allow outside developers to create applications to be offered through the service. In December 1999, My Internet Desktop was acquired by Internet Appliance Networks.



Senior Web Developer, Walt Disney Imagineering - Nov 1997 - Feb 1999 (1 Yr / 3 Mo)

As the senior web developer, I created and developed dynamic web driven Intranet applications using ColdFusion, ASP, Perl, JavaScript and HTML in a multi OS environment (Unix, MAC, Windows) connecting to Oracle database. I was also in charge of participating in the design of the Intranet infrastructure strategy within Information System and was a member of the Internet Committee in charge of Internet / Intranet / Extranet standards at Walt Disney Imagineering.

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Senior Web Developer, NBC.com - Nov 1996 to Nov 1997

As the Senior Web Developer (and employee #3 of NBC.com, back then known as NBC Digital Productions), I worked in a team-oriented environment and was in charge of designing and developing online games, entertainment sites and Intranet projects using HTML, JavaScript, Java, ASP, ColdFusion, plus many other technologies. The team I was in developed the first online web game for NBC that was spotlighted in an NBC TV commercial.



Web Developer / Analyst, Toyota Corporation - Mar 1993 to Nov 1996

As Toyota's Web Developer and Analyst, I was in charge of most Internet/Intranet web development within the TMCC organization. I created, administered and maintained the Intranet site for the Systems Development Group using a variety of web tools (some of the first web tools to ever come out in the market at that time for developers). I also initiated, designed and programmed TMCC's credit pre-approval site (a first in the automotive market in 1996). Also created an online "business calculator" for Toyota's customers to be able to calculate their financed vehicle payment (another first in the market at that time).

Skills

Web Development: HTML, Javascript, ColdFusion 9, PHP, Wordpress, XML, CSS, Web Services, MS SQL Server, MySQL Server, MS Access, MySQL

Browsers Development: Internet Explorer, Safari, Firefox, Mobile Devices (iPhone, Droid)

Operating Systems: Windows & Mac OS X

Applications: Advanced Web Ranking, MarsEdit, Podcast Maker, Adobe Premiere Pro CS4, Final Cut Pro 7, Adobe Lightroom, Adobe Photoshop CS4, MS Office and Apple iWork '09, Celtx, Episode Pro, Audio Hijack Pro, Levelator, ScreenFlow, Soundtrack Pro, Adobe Dreamweaver CS4, BannerZest Pro, S3Hub, Transmit, Bugz, Microsoft Visual Source Safe, Microsoft Visio, Microsoft Project, NetOp

Web Tools: Google Analytics, Feedburner, TweetDeck, Most Google Apps, Amazon S3, many Twitter related sites, social networking sites, plus many others.

Video Tools: Canon XH-A1, Canon HV-30, Sony EX1, Canon 30D, Arri Softbank IV Light Kit, Senheiser G2 Wireless microphones, Green Screen, Canon 580ex Flash System

Project Management: Able to manage the entire life cycle of a website project, including gathering requirements, translating those requirements into a technical and creative specs, database design and creation, managing technical developers, communicating with designers, vendors and end users, delivering the final product and the creation of a support package for the continued improvement of the web site.