

# Kate Robinson

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*For the past 20 years I have worked in the digital platform producing a wide range of web, social media and E-commerce destinations in the entertainment, publishing, customer service and education online space. My background spans project management, technology, editorial, and marketing, using both scrum/agile and waterfall methodologies.*

## **COMPUTER SKILLS**

- Expert web production skill set with HTML, CSS, and JavaScript
- Extensive CMS development: TeamSite, Vignette, Microsoft CMS, and proprietary publishing tools
- Photoshop, Visio, MS Project, SharePoint, WebTrends, Basecamp and all word processing programs as well as the standard Microsoft Office suite of software

## **WORK EXPERIENCE**

**Artemis Web** [www.kategolden.com](http://www.kategolden.com), NYC-based web and print consultant for small businesses

**Founder** **2009-Present**

- Manage development of scalable business solutions for first-time web clients
- Architect UI/UX roadmap including storyboards, wireframes, mockups
- Provide comprehensive technical platform including code production, CMS consulting

**Scholastic.com, NYC** **8.08 – 3.09**

**Director of Product Development**

- Managed team of 8 producers ranging from Associate to Executive Producer
- Worked with Education Group, which spans the print, software and online worlds, to market and promote Scholastic Education software and products
- Facilitated new e-commerce initiatives to promote educational software and publications
- Liaison between Business Development, Technology, Community, Editorial, Design, Photo, Production, Ad Sales, Marketing, Development, and the other Business Units
- Oversaw and mentored Producer team, ensuring strong creative approaches, effective project processes, and team collaboration
- Initiated developmental concepts for premium and subscription-based products and lead product development

**LiveWorld.com, San Jose, CA** (International Social Networking Site) **1.08 – 8.08**

**Community Director**

- Managed relationships with the following clients: **TVGuide, AMEX Business Travel, AMEX Members, AMEX Open, Genworth, Neutrogena, TJ Maxx/Marshalls**
- Oversaw integration process of LiveWorld's Social Networking technology with client's web platform for installation of online communities
- Track workflow of client needs in a full-service format that includes QA and maintenance

**Digital Project Manager (Contract), NYC** **8.06 – 11.07**

- College Board
- Hearst Publications

**TVGuide.com, NYC** **6.98 – 5.06**

**Director of Production**

- Managed team of 8 producers spanning from Associate to Senior Producer
- Managed marketing, cross-platform, and partnership syndication, including promoting and selling magazine subscriptions and integration of E-commerce into the site content
- Instrumental in analyzing current TV, Movies and Entertainment News trends to incorporate new features and redesigns of site
- Liaison between Business Development, Technology, Community, Editorial, Design, Photo, Production, Ad Sales, Marketing, Development, and the other Business Units
- Produced multiple mini/micro-sites for cross-platform marketing initiatives
- Formed product strategy, planning and process
- Managed production staff of [tvguide.com](http://tvguide.com) and [gemstartvguide.com](http://gemstartvguide.com), including video and podcast initiatives

- Assigned and set schedules for site additions and updates using extensive documentation and storyboards to ensure a quality product
- Determined initiatives for Product Development team
- Customer Service - managed site feedback
- Project leader for numerous site redesigns
- Instrumental in execution of new technologies and publishing tools

**OgilvyOne Worldwide** (division of Ogilvy & Mather Advertising, Marketing and PR Agency), NYC **1997-1998**  
**Interactive Producer/Project Manager**

- Lead Project Manager for the development and production of IBM.com, Jaguar.com and Ford.com, including creating and keeping production schedules, coding, coordinating with account team for deliverables for clients

**NJ.com**, Jersey City, NJ (division of Advance Publications) **1996-1997**

**Associate Producer**

- Managed new features and produced site updates including video and audio digitizing
- Worked closely with other Advance Publications for content syndication

**Cybergrrl.com**, NYC **1995-1996**

**Programmer and Project Manager**

- Taught "Introduction to Making Web sites" to Webgrrls
- Liaison between CGIM and East Manhattan Chamber of Commerce
- Participated in NYC business networking sessions on behalf of CGIM

**Mirabella and Elle Magazines**, NYC **1995**

**Assistant Editor**

**EDUCATION**

**New York University**, NYC

- Completed coursework for M.A. in Gallatin Division of Interdisciplinary Studies

**Appalachian State University**, Boone, North Carolina

- B.A. Interdisciplinary Studies, concentration in liberal studies of the modern period
- Minors in English and history

**PUBLICATIONS**

"Merlin Stone," *Feminist Writers* (College textbook article), St. James Press

<http://search.barnesandnoble.com/booksearch/isbnInquiry.asp?EAN=9781558622173>

Referenced in *A Woman's Guide to the World Wide Web* by Aliza Sherman. Ballantine Books

<http://search.barnesandnoble.com/booksearch/isbnInquiry.asp?EAN=9780345423825>

Women's Studies Web site: [www.artemisguide.com](http://www.artemisguide.com), now defunct, but available at [www.kategolden.com/artemisguide](http://www.kategolden.com/artemisguide), created in 1995