



To the hiring manager:

I'm writing to inquire about potential openings at your organization in the Digital Production / Engagement space.

I am searching for an opportunity where I can work with teams to produce engaging creative that is embraced by clients and consumers using the forefront of digital technologies. I'm excited to work on campaigns that are remembered as successful across multiple channels and provide a fair ROI for clients.

I have over 15 years' experience in digital advertising, creating and leading large integrated teams of creatives, strategists, account managers, analysts, developers, IA/UX, brand promoters, media planners and new business specialists. Over that time I've worked on a diverse range of clients such as Royal Caribbean, Cruising Power, DST, NTT Data, Waters, Gillette/TAG, OralB, EPT/Monistat, RadioShack, Toy State, Kamik, Zildjian, Goodyear, Fidelity, MFS, First Citizens Bank, Berklee College of Music, Bright Horizons, Caron Treatment Centers, New England Baptist Hospital, Comcast/Xfinity and Verizon.

I have trained and mentored co-workers at all levels, from junior to executive. I am very comfortable working directly with clients and presenting very complex ideas in ways that anyone can understand.

I am keenly aware of the inner workings and challenges of mid-sized to large agencies and prefer to build from the ground-up, where I can establish processes and methods of engagement for a digital service area.

I'd love to have a conversation with you to see how my skills and experience can be applied to this position.

Looking forward to hearing from you,
Aurelio D'Amico

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RESUME

My Objective...

A senior position in the digital engagement department that gives me joy and allows me to create and nurture highly motivated & successful teams to deliver high-quality digital work.

My Talents...

I routinely deliver solid, timely, on-budget work. I excel in managing website & application development, content management and online media campaigns. I've also worked closely with video and print production. I have priceless experience repositioning established brands and launching new products, as well as choosing the right tool (technology) for the right job (project). I am a collaborative, solutions-oriented leader with the ability to successfully manage integrated campaigns that include digital, print, video, SEO/SEM and search.

The Work I'm Most Proud Of...

VP, Digital Production & Information Architect • Allen & Gerritsen • December 2007 - present

- Scoped budget, set deadlines and ensured successful delivery of projects for multiple teams and clients
- Managed from start to finish various types of projects including web sites, application development, online campaigns, information architecture, competitive audits, SEO/SEM, social, quality assurance and program launches
- Trained and led a staff of sr. producers, producers, associate producers and assistants
- Directed teams of strategists, creatives, programmers, media, marketers and new business professionals
- Delivered award-winning interactive for clients including Bright Horizons, Boston Celtics, Caron, Salem Five, First Citizens Bank, Core Security, NTT Data, Raymond, Toy State, Keane, Waters, Berklee College of Music, New England Baptist Hospital, MFS, USDC, 99 Restaurants, Friendly's and Zildjian
- Routinely procured the most innovative creative, production and vendors available for greater resonance
- Created information architecture and technical specifications for numerous projects including websites and applications
- Led projects with multiple Sitecore and content management systems implementations
- Leveraged digital knowledge in the strategic development of new business to win new contracts

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- Responsible for the one-on-one management of client needs and expectations
- Trained entire agency (100+ staffers) on topics such as media campaigns, interactive development, interactive video, and blogging for a-g.com

Director of Interactive • Walden Media • April 2006 – December 2007

- Directed all interactive initiatives for Walden Media, including Walden.com and major film interactive projects
- Managed budgets for interactive development
- Managed vendors for all interactive development
- Co-ordinated multiple project managers for integrated interactive activities
- Created web traffic and optimization reports for various sites
- Managed content and content teams
- Administered MySQL databases for numerous websites
- Managed e-mail campaign system to produce email newsletters and campaigns to over 200K members
- Developed an online community for movie websites
- Migrated existing Oracle platform to MySQL/PHP environment

Senior Interactive Producer • Mullen Advertising • December 2005 – April 2006

- Participated in the strategic development of new business
- Scoped, set and delivered schedules, budgets and expectations for multiple teams and clients
- Ensured that proposed creative concepts were produced within client-specified timeframes and budgets
- Worked on clients such as GameTap, Fidelity, GM and the Magazine Publishers Association

Senior Interactive Producer • Arnold Boston • September 2003 – December 2005

- Scoped, set and delivered schedules, budgets and expectations for multiple teams and clients
- Routinely procured the most innovative creative, production and vendors available for greater resonance
- Responsible for the one-on-one management of client needs and expectations
- Ensured that proposed creative concepts were produced within client-specified timeframes and budgets for clients such as RadioShack, Fidelity, Royal Caribbean, Cruising Power, Goodyear, Teradata and TAG (Gillette)
- Assisted in training producers, associate producers and assistants

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RESUME

Integrated Team Manager • Circle.com Boston • June 2000 – July 2003

- Managed development and production accounts including Talbots, Royal Caribbean, Verizon and new business
- Coordinated consulting, technology, creative and media to work together to maximize productive work from concept to launch
- Managed production, layout, site mapping, project planning, estimates, user and client documentation, e-mail, broadcasting and on-line media specifications
- Designed, developed and delivered an account status update tool (in CFML) that was later deployed across all accounts to better manage status of projects and client expectations, which improved team efficiency

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OTHER THINGS YOU SHOULD KNOW

In My Back Pocket...

2005 Web Marketing Association "Outstanding Achievement in Website Development Award" for Goodyear Garage, TAG, and OralB Rembrandt. 2009 Web Marketing Association Awards for United States District Court website. Internet Advertising Competition "Best Educational Website" for BerkleeValencia.org.

My Past Lives...

Owner and Lead Designer of Mage Studios Web Design. Web Design Instructor at CompUSA, Northeastern, BU and Clark University. Network administrator and website manager at Fulfillment America. High School History Teacher at Gloucester High School. Legal Specialist for the Massachusetts Army National Guard

Education...

University of Massachusetts at Boston. BA in History and Political Science; Minor in Education, certified instructor in Massachusetts Public School System

Did I mention I am good with the tools of the trade?

On a daily basis: Basecamp, Bugherd, Pivotal Tracker, Gather Content, Project, Merlin, Microsoft Office, Visio, Photoshop, Acrobat & Dreamweaver, Google Analytics
Geeky stuff: Computer Repair & Maintenance (A+ Certified), Computer Networking
In a pinch I can even help with this: HTML / DHTML / CSS / MySQL

Here are some of the things I love...

My three smart and amazing daughters. The New England Patriots. Motorcycles. Cooking. Eating. The Godfather (1, 2 AND 3.) Comic Books. Comic Book Movies. The Norse Pantheon. Did I mention my three smart & amazing daughters? Don't worry it won't be the last time.

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NICE THINGS PEOPLE SAY ABOUT ME

Here are some recommendations from my [LinkedIn profile](#). I can provide reference contact information upon request.

Scott Sneath / Managing Director at Allen & Gerritsen

In this business there are those that can see the big picture and those know how stuff works. Aurelio has the unique and valuable ability to do both. He instills trust and confidence with clients and colleagues alike and serves as a commanding but calming force in any room. Simply put, he's a good guy that knows his stuff, works well with others, and is focused on doing great work.

Catherine Sheehan / SVP, Brand Strategy Director at Allen & Gerritsen

I've worked with Aurelio for years, and there's no one I'd rather go into digital/web-build battle with. We've collaborated on a number of complex, demanding clients - many of whom are in the B2B space. And without fail Aurelio is able to deliver a product that's creative and intuitive - and, most importantly, a product that works for their business. He's fantastic with clients - he's thoughtful. He's great at explaining technical, hard-to-get stuff. He puts them at ease. Answers their questions. He's one of the most patient people I've ever met. And he makes all of us - client and agency team members - better at our jobs. I'm gonna miss him. And I'm truly jealous of whatever organization gets him next.

Doug Gould / Executive Creative Director at Boston University

During the 4+ years I had the pleasure of working with Aurelio, I found him to be ridiculously smart, informative and patient in our work in the digital space. Like many of the best who ply their trade in advertising he's remarkably cool under pressure and a terrific mentor to those who work for and with him. A born teacher and a genuinely great person.

Brian Donovan / SVP Group Director, Marketing at Allen & Gerritsen

Aurelio is a dedicated partner and trusted advisor with all things digital production. Over the years of working together, "AD" has been my "go-to" whenever opportunities or questions arise on the digital front. He's accountable and always willing to go the extra mile - even late into the night/AM. Aurelio is approachable and knowledgeable. He's a great partner.

Scott Savitt / Senior Partner, Director of Digital at Connelly Partners

Aurelio is a true team player. He has the ability to seamlessly transition from client to client--and provide incredible ideas, technical advice and manage junior Interactive Producers all at the same time. Amongst other reasons, I think this ability has helped him to gain a lot of respect from his peers.

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NICE THINGS PEOPLE SAY ABOUT ME

Chris Lee / VP Creative Director at Allen and Gerritsen

Don't let the tattoos and the creepy comic figures he has around his desk fool you. Aurelio is one of the nicest, well-rounded digital producers you'll ever meet. A fair and honest manager. A tireless, roll-up-your-sleeves doer. Aurelio has a knack for knowing what any given digital dilemma calls for. From choosing platforms to defining experiences, he channels the resources and deliver goods in a way that gets clients to trust his decisions. The only trouble with Aurelio is that I am not sure he sleeps.

Greg Knoff / Agency Executive & Marketer at Allen & Gerritsen

Working alongside Aurelio for the last 4+ years was in one word...easy. Given his deep knowledge base of all things digital he brings a unique level of expertise and more importantly his calm and approachable style makes him highly effective with clients, putting them at ease. He brings stoic leadership rooted in a true team-based approach and seamlessly integrates with both...more.

Dimitry Herman / Founder at Herman Law

Aurelio is a real find. He has deep domain expertise in the interactive/internet advertising markets and knows all the right players, small to large, with whom to do business. He is a very tough but fair negotiator, knowing which issues are important in advance. He was a real pleasure to work with as a client, and I am sure that goes double for his internal colleagues.

Steve Skroce / Senior Manager, eCommerce at Staples

Aurelio is a very easy person to work with. I should know... we've worked on numerous projects together. He knows how to give people the space and resources they need to be successful. He knows deadlines; he knows what's reasonable and what's ridiculous without having to be told. His charm and personality are his greatest asset since he can get anyone to do anything and they'll do it with a smile. Basically, what it comes down to is, he knows how to do his job really well and he gets it.

Adam Cote / Senior Copywriter at Arnold Worldwide

Working with Aurelio is like working with Commander Riker from Star Trek. His coworkers love him, he always gets the job done, and he never hesitates to lead a team on a mission to some strange, unexplored world. He always keeps the big picture in mind, and he's incredibly resourceful. Also, there's a good chance you'll end up talking about aliens at some point.

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NICE THINGS PEOPLE SAY ABOUT ME

Jessica Oei / Senior Web Developer at Allen & Gerritsen

Aurelio is someone who will get the job done. His tech know-how and ability to work with different departments to complete a project are indispensable assets. On projects that I worked with him on, I was always confident that he knew every moving part and what they needed to do. He will do whatever it takes and do a high quality job.

Alec Lieberman / Developer at Allen & Gerritsen

On the projects I worked with Aurelio, he was someone you could depend on. He was always on top of client communication and worked to figure out the best solutions for a myriad of challenging and engaging problems. He is a strong mentor as demonstrated by how quickly new producers learn and grow under his guidance.

Max Guerrero / Senior Web and Mobile Service Developer at MIT

Aurelio D'Amico has worked with me as a Director of Digital Production for the past 4+ years. He is fair and always seeks input from all parties involved when estimating and planning projects. He always has the best interests of his team and the client in mind at all times. He is also very knowledgeable about the technologies we use and those that are upcoming.

Natalie Bergeron / Senior Producer

As the Sr. Producer working with him, I'm consistently impressed by his commitment to his team, his work and Allen & Gerritsen. At his level, you might think that he would only manage and oversee while the team below him handles the day-to-day but nothing could be further from the truth. He is always willing to get his hands dirty and work to push through deliverables, help solve for any issues we may be faced with and mentor, so that his team is equipped to solve issues in the future. He is a trusted leader and resource and wears many hats along with VP of Digital Production, including IA and at times, UX. He is as excited to learn as he is to teach and he is always anxious to improve the production processes and uncover the next resource or tool that will improve overall efficiencies and, ultimately, client deliverables. He puts on no airs and he is the 'go to' guy for all things digital at A&G and finally, he is a wonderful team member that has the perfect balance of professionalism, modesty and humor. I couldn't hope for a better colleague and any team would count themselves lucky to have him on-board.

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