

## Project Manager

### Lee Callister

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#### Quick Take:

Over 15 years Project Management experience including web sites and online application development, CD-ROMs, video production, and events. Can manage multiple projects simultaneously from conception to deployment. Particularly interested in projects involving converging media.

#### What I can do for you:

- Manage client relationships
- Write proposals and contracts
- Manage content development
- Build and manage teams
- Budget and schedule projects
- Track progress and maintain quality control

#### 2000-2004 - Project Manager. The Young Group, San Francisco CA

- **FibroGen.** Managed production of new web site and content management system for biotech company.
- **Trinity CFS.** Managed production of multiple web sites and content management system for national Foster Care Organization. Main site had both national and local front ends.
- **American Academy of Ophthalmology.** Managed production of searchable Membership Directory CD-ROM.
- **DemandTec.** Managed development of Web site promoting unique price optimization application.
- **US Build.** Consulted on b2b supply chain Web application and marketing site for homebuilders.

#### 2003 2004 - Associate Producer. Internews Interactive, San Rafael, CA

- **Yvote04.** Managed webcam relationships and lined up guests for television/web project aimed at young voters at locations across the US. Produced with Link TV.
- **SNAP.** Managed webcam relationships and lined up guests for television/web project linking teenagers around the world. Produced with Link TV.
- **"America Alone? An Encounter between Americans and the World"**. Provided logistics coordination, research, and guest relations for international TV project on globalization with live video feeds from Brazil, Switzerland, and San Francisco.

#### 1997- 2003 - Project Manager/Producer. Digiville Webmedia, Novato CA.

- **Internews Interactive.** Managed redesign and construction of web site for non-profit organization with focus on citizen participation in television.
- **Filtronic Solid State** Produced marketing site that included an online product database and marketing CD-ROMs for microelectronics company.
- **Stellex Microwave Systems.** Produced marketing site with Product Management system for electronic components supplier.
- **US Triworks** Developed marketing site and storefront for "Gazo", a digital image organizer from Japan.
- **Litton Solid State.** Developed new marketing site and CD-ROMs for electronics firm.

### 1994-97 - Independent Media Consultant and Project Manager.

- **Macromedia.** Managed editing of Web Design 101, a curriculum guide for teachers and students covering the Macromedia Dreamweaver, Fireworks, Flash, and Freehand.
- **Reuna '97.** Spoke on convergence of the Internet and television at Internet World conference in Santiago Chile.
- **Broderbund.** Presented to technical group on Internet appliances and the convergence of the Internet and television.
- **Digiquest Learning Center.** Developed curriculum and contracted with instructors for Internet studies program.
- **San Rafael Chamber of commerce.** Produced seminar and moderated panel on Internet Marketing. Co-sponsored by and Digiquest Learning Center.
- **Marin County Fair.** Coordinated and promoted Multimedia competition and Funhouse and managed small business involvement and presentations.
- **College of Marin,** Created and taught Introduction to Multimedia and Business of Multimedia courses at College of Marin.
- **Business of New Media.** Developed, promoted and staged seminars on planning, legal strategies, financing, marketing, and management for the Digital Village.
- **Digital Village.** Served as planning partner for business education partnership at the College of Marin. Board Member, **Digital Village Foundation.**
- **Electronic Picnic.** Created and produced community event with educational seminars, music, fun, and demonstrations by local software companies.

### 1992-95 - Director, North Bay Multimedia Association

- **North Bay Multimedia Association.** Co-founder and driving force behind creation of association of North Bay new media professionals. (Honored by County of Marin for it's role in workforce preparedness.)
- **Media Café.** Started a monthly salon for sharing ideas and networking.
- **Interactive Showcase, Mill Valley Film Festival.** Created and produced event (1993)
- **Multimedia Lecture Series.** Produced and promoted monthly showcase featuring new work by multimedia developers, artists, and philosophers
- **Desktop video showcase.** Created and produced showcase with speakers and demonstrations of state-of-the-art hardware and software at Autodesk.

### Pre-92 - Video and Television Producer and Production Manager

- **Nolan Productions,** Novato. Contract writer and video editor on interactive projects. Played integral role in the production of prize-winning 22-disc video encyclopedia of new clean-coal technology for Electric Power and Research Institute.
- **Crossroads Productions,** San Francisco. Developed and comedy shorts sold to HBO, Showtime, and Nickelodeon, and produced corporate video projects for clients including PG&E, Kaiser Hospitals. Production manager for an Interactive Laserdisc project on language learning techniques and a series of documentaries for German TV.
- **Videowest Productions,** San Francisco. Founding partner of production company that developed and sold programming to broadcast outlets, MTV, USA Network, and On-TV. Shared responsibility for initiating and approving program decisions; budgeting and tracking costs. Wrote and produced program segments, shows, and music videos.

## Articles and Books

- **Java Web Magic**. Article for *Publish Magazine* on adding Java applets to web sites.
- **TV-HTML**. Research associate and contributor to book on optimizing web site for Internet TV, published by Charles River Media.
- **Java Web Magic**. Co-Author. Book and CD-ROM for non-programmers. Explains Java basics and shows how to build upon existing applets to add flash and functionality to a Web site. Published by Hayden Books.
- **"Webcasting with Streaming Audio"**. Article for Mainspring.com directed at corporate information specialists.
- **"Marketing on the Internet"; "Money@sba.gov."** Columns for the *Marin Independent Journal*.
- **Multimedia Reporter**. Published and edited trade-related newsletter with editorial focus on the emerging field of interactive multimedia. Wrote numerous articles.

## Software and Technologies

- Microsoft Project, Word, Excel, Visio, PowerPoint, Publish, Quark, FrontPage, Dreamweaver, Fireworks, Flash, Photoshop, SoundForge, RealMedia, Quicktime, video production and editing. Working knowledge Javascript, CGI, PHP, Cold Fusion, SQL, XML, Java.

## Education

- Masters degree in Journalism from UC Berkeley, Thesis project of documentary film investigating disputed Native American land settlement won several awards, including an Emmy from the San Francisco chapter, National Academy of Television Arts & Sciences.
- B.A. Communications, Brigham Young University, Cum Laude.