

JOEY KOTFICA

EXPERIENCE

PRODUCER, SERENA & LILY, INC.

SAN FRANCISCO, CA, MARCH 2012 – PRESENT

- Creative department project manager. Oversee creation and delivery of web and marketing assets, including ecommerce website, emails, social media, catalog, print advertising, and product packaging
- Work with cross-functional teams to develop project timelines
- Manage project pipeline and traffic proofs to ensure deadlines are met and goals are achieved
- Co-produce photo shoots: art direction, photo sample coordination, hiring freelance production staff

COMMUNICATIONS CONSULTANT, FAMILY HOUSE, INC.

SAN FRANCISCO, CA, JANUARY 2012 – PRESENT

- Designed and programmed website
- Ongoing website content and email marketing updates
- Google Analytics account management, reporting, and strategy

INTERNET PHOTO COORDINATOR, WILLIAMS-SONOMA, INC.

SAN FRANCISCO, CA, MARCH 2011 – MARCH 2012

- Managed all e-commerce photography: ran pre-production meetings, created shotlists, art directed, trafficked and retouched images, partnered with cross-functional design teams for consistent branding
- Formulated brand strategy for product imagery and copy across all Product Information Pages on ecommerce website
- Managed Adobe's Scene7 Dynamic Monogramming feature for personalized products
- Set production schedules for upcoming seasonal launch dates
- Technical lead for content management system and digital asset management system: trained business partners, wrote documentation, worked with IT on User Acceptance Testing
- Project management and production for brand merge with Williams-Sonoma Home product
- Led the transition to a new content management system and rewrote HTML in all product copy

INTERNET PRODUCTION ASSISTANT, WILLIAMS-SONOMA, INC.

SAN FRANCISCO, CA, FEBRUARY 2008 – MARCH 2011

- Worked with freelancers to produce on-brand imagery and copy: created seasonal "adds" lists, managed shotlists and copy lists, tracked incoming assets and loaded them into CMS
- Designed marketing banners, promotional billboards, and email marketing templates
- Seasonal and weekly build-outs of Product Information Pages and Book Signing event pages on ecommerce site

DIGITAL ASSET COORDINATOR, JUPITER IMAGES

NEW YORK, NY, JANUARY 2005 – OCTOBER 2007

- Technical support for production team, including on-shoot image verification, photography equipment inventory and management, and hardware and software recommendations
- Established tracking and delivery system for incoming digital files from in-house productions and freelance suppliers, then oversaw transmission to our in-house retouching department in Peoria, IL
- Photo Editor, Creatas brand: evaluated photos for inclusion in royalty-free stock imagery database

ASSISTANT MANAGER, GRAPHICS AND PROMOTION DEPARTMENT, LEADERSHIP DIRECTORIES, INC.

NEW YORK, NY, JUNE 2001 – NOVEMBER 2004

- Email marketing manager; designed emails and established launch schedule
- Designed print promotional materials, including quarterly catalog and self-mailers; and worked with printers through all stages of production
- Web site design and content updates including daily editorial feature
- Retouched over 6,000 images for use in printed directories and online database product

EDUCATION

NEW YORK

UNIVERSITY,

NEW YORK, NY

BS Communications,
Magna Cum Laude
2000

SCHOOL OF

VISUAL ARTS,

NEW YORK, NY

Advanced Photoshop

BAY AREA

VIDEO COALITION,

SAN FRANCISCO, CA

Advanced Photoshop,
Flash

ACADEMY X,

SAN FRANCISCO, CA

HTML 5 & CSS 3,

PHP Fundamentals

SKILLS &

SOFTWARE

Image Retouching,
Adobe Creative Suite
(Photoshop, InDesign,
Dreamweaver, Flash,
Illustrator), HTML5,
Cascading Style
Sheets, Javascript,
Microsoft Office
(Excel, Word,
Powerpoint), Quark,
Google Analytics,
Apple Automator,
FTP, Extensis
Portfolio, Mac and
PC operating systems

INTERESTS

Photography,
printmaking, design,
ceramics, cooking,
bicycling, traveling,
languages, rock n' roll,
volunteering

CONTACT

C: 415-828-0776

E: JKOTFICA@GMAIL.COM

W: JKOTFICA.COM

557 FILLMORE ST. #3

SAN FRANCISCO, CA 94117