

# Darren Atlee

Marlton, NJ  
609-792-3298



Email: [darren.atlee@gmail.com](mailto:darren.atlee@gmail.com)  
Website: [www.datlee.net](http://www.datlee.net)

## ***Accomplished Interactive & Broadcast Media Professional***

**Core Competencies Include:** Website Management, Project Management, Web Technologies, Social Media Strategy, Broadcast Production Management, Casting, Talent Producing, Post-Production, Creative Writing, Development

## **Professional Experience**

### **Band Digital, an Interactive Agency** **2/11 - present**

#### ***Technology Manager*** - Philadelphia, PA

- Lead team of web developers in building sites for major pharmaceutical, retail, food service and e-commerce brands. Manage a full slate of ongoing projects.
- Develop schedules and budgets. Evaluate team strengths and allocate time and resources for specific projects using *JIRA* and *Basecamp* management systems.
- Track all assets essential for website production. Define scope of work and technical specifications for each project.
- Types of digital projects include full websites, micro sites, banners, branded interactive games, social media integration, mobile.

### **K.V.A., DMD, Dental Practices** **8/09 - 2/11**

#### ***Website/Marketing/PR Manager*** - Moorestown, NJ

- Launched company website. Wrote web content, defined style, layout & overall site goals. Communicated with developers to ensure timely delivery of full site.
- Developed aggressive social media strategy with custom *Facebook*, *Twitter*, *Youtube* and Blog pages. Increased patient roster by 10%.
- Implemented SEO strategies and techniques. Raised total visitor and site impressions by 20% monthly. Maximized ranking through product reviews, testimonials.
- Revamped print ad strategy and budget, negotiated new rates with publications.

### **Buena Vista Television, a Walt Disney Company** **5/03 – 8/09**

*“Who Wants To Be a Millionaire?” – Season 2-6. 200 1/2hr eps per season. Syndicated.*

*“Super Millionaire” – Series 1 & 2. 5 1hr eps per series. ABC Primetime.*

#### ***Senior Associate Producer*** - New York, NY

- Wrote, produced on-air segments for hosts, celebrities and contestant performances.
- Coordinated a casting and audition process for up to 40,000 auditioners per season.
- Managed and trained a team of Producers in writing for air and producing on-set.
- Coordinated logistic and developed corporate digital partnerships (ABC.com, Netflix.com, TheKnot.com) for large cross-country audition tours.
- Acted as a spokesperson in PR role, giving live interviews on local news broadcasts.

### **FUSE TV, a Madison Square Garden Network** **5/08 – 8/08**

*“You Rock, Let’s Roll” – Pilot & Series 1. 20 1/2hr episodes.*

#### ***Post-Production Manager / Associate Producer - freelance*** - New York, NY

- Managed team of video editors. Responsible for all post-production deliverables: final cuts for air, digital web clips and webisodes, digital elements & effects library.
- Partnered with website designers, marketing & network branding departments to propose corporate website strategies and increase brand exposure.
- Tracked progress of creative departments for delivery of essential digital elements, including graphics, effects, music composition and audio.

**CBS Television - FremantleMedia North America**

**12/07 – 3/08**

*"Million Dollar Password" – Pilot & Series 1. 10 1hr eps. Primetime.*

---

**Coordinator / Talent Producer - freelance** - New York, NY

- Pitched talent agents, negotiated contracts and bookings for celebrity appearances.
- Teamed with national media outlets & network publicists to ensure positive coverage.
- Wrote celebrity bios and host introduction copy for all related on-air segments.

**VH1 - Embassy Row Productions**

**1/06 – 4/07**

*"The World Series of Pop Culture" – Seasons 1 & 2. 10 1hr eps per season. Primetime.*

---

**Post-Production Manager - freelance** - New York, NY

- Oversaw 10 episodes with a team of five editors, over three months per season.
- Maintained relationships with outside creatives: graphic designers, digital effects producers, website designers & composers.
- Produced digital video segments for VH1.com to promote network & project brands.

**SportsRadio 610 WIP, a CBS Radio Company**

**9/98 – 8/01**

*"Howard Eskin" afternoon drive. "Steve & Mike" midday.*

---

**Producer** - Philadelphia, PA

- Produced large promotional events, pre-game shows, daily live remote broadcasts.

**Film Production Experience**

- The Groomsmen (2005), Dir: Ed Burns
- The Breakup Artist (2004), Dir: Vincent Rubino
- Looking For Kitty (2004), Dir: Ed Burns

**Education**

**Drexel University**, Philadelphia, PA

- Webmaster Certification Program.
- Learned concepts of web site development and production from initial planning through design, development, and launch.

**LaSalle University**, Philadelphia, PA

- Communication / Mass Media Major

**Technical Skills**

Microsoft Applications, Mac Applications, Adobe Creative Suite.  
Video Editing, Audio/Video Production, Social Media.  
Working knowledge of HTML, CSS, Java, CMS, Flash, .NET, SQL.

Detailed project descriptions & writing samples available on my website: [www.datlee.net](http://www.datlee.net)

