

Michael DeRario

- Education:** **PACE UNIVERSITY, Dyson College of Arts & Sciences** **Pleasantville, NY**
MA, Media & Communications **Expected May 2011**
- PACE UNIVERSITY, Lubin School of Business** **Pleasantville, NY**
Bachelor of Business Administration **May 2009**
Major: Marketing Concentration: Advertising and Promotion
Minor: Media & Communications GPA: 3.91
2009 Pace University Trustees Award
- Certifications:** **AVID Certified User - Video Editing System** **January 2008**
STEADICAM Workshop – Tiffen 7 Day Intensive Classic Workshop **March 2009**
- Instructed by Garrett Brown (Steadicam inventor) and renowned operator Jerry Holway.
 - Specialized training in stabilizing camera unit integral in film/video production.
- Computers:** Microsoft Office, Mac OS X, Avid Media Composer, Final Cut Pro, Adobe After Effects CS4, Adobe Photoshop CS4, Sorenson Squeeze 5, Oracle Business Intelligence-Marketing Analytics
Highly Proficient in PowerPoint
- Work Experience:** ***PACE UNIVERSITY: UNIVERSITY RELATIONS*** **Westchester Campus**
Web Analyst **7/09-Present**
- Develop online marketing for Pace University: advertising, media, graphics, creative design/production.
 - Produce online videos from concept to completion.
 - Provide performance reports and recommendations utilizing web analytics (Google Analytics).
 - Leverage social media platforms and online multimedia to increase website reach and visibility.
 - Assist in the Web site Content Management System migration from Empower to Hot Banana.
 - Create design prototypes, including graphic design, site navigation, and layout of content for Web site
 - Develop and publish weekly and monthly reports and dashboards of key web performance indicators.
 - Support Online Marketing by tracking and reporting on SEO, SEM and Online Media efforts.
 - Support online improvements by analyzing trends, benchmarking and monitoring performance.
 - Optimize site and campaigns by testing, analyzing target criteria, content, landing pages, forms etc. to increase conversions, lead generation, etc.
 - Design and maintain dynamic social network pages on Facebook, Twitter, Linked in, YouTube, etc.
 - Build strong online relationships through ongoing participation in relevant blogs, Pace message boards, news sites, social networks, boards/forums, UseNet groups, tweetups/meetups, etc.
- PERNOD RICARD USA*** **Purchase, NY**
Marketing Intern reporting to Global Brand Director-Seagram's Gin **7/08-10/08**
- Supported brand teams in the development and management of brand communications.
 - Conducted market and segment flavor trend analysis targeting the trend for new products.
 - Worked with Research and Development to develop new flavor prototypes for new product launch.
 - Led the search for a new interactive marketing agency for the brand website.
- LAW & ORDER: SPECIAL VICTIMS UNIT: Production Assistant*** **3/09**
- BILLABONG USA / SURFAID INTERNATIONAL: Freelance Producer*** **1/09-2/09**
- Produced website video covering event at Billabong Times Square partnered with SurfAid International, Wild Rock Wines, and Barrett Communications.
- EVERETT STUDIOS: Freelancer*** **Armonk, New York, 5/07 – Present**
- **PepsiCo. Annual GOP Meeting:** Assisted in production of annual marketing show.
 - **Heineken Alive @ Five:** Filmed Heineken concert series for internal video.
 - **2007 Empire State Games Opening Ceremony:** Provided live video coverage.
 - **The Cakeman Chronicles:** Filmed live musical for Broadway demo.
 - **Institute for Sustainable Communications:** Recorded a promotional podcast.