

Valerie Kameya

3125 San Luis Road Walnut Creek, CA 94597

vkameya@gmail.com c (718) 288-8561

Senior Online Media Professional

With 13 years total online business experience working with companies such as MTV Networks, Modem Media, and Siegel and Gale. Successful track record of conceptualizing and producing events and initiatives connecting online programming to communities served. Built reputation for excellent team leadership and communication skills along with the ability to stimulate creativity and collaboration with cross-functional teams. Strong team player with the ability to achieve results under tight deadlines and on budget.

Areas of Expertise

- Project management
- Community development
- Online programming
- Strategic planning and execution
- Problem solving
- Team building

Professional Experience:

the N / Quizilla (a subsidiary of MTV Networks)

2003-August 2008

Sr. Online Producer, Digital Programming

Responsible for show series website production and producing show-related games. Extensive interaction with current series, integrated marketing, legal and public affairs departments. Managed a team of up to 36 moderators and a combined online community of over 1.5 million for Quizilla/the N.

- Developed and implemented online sponsorship campaigns for major advertisers such as Tampax (Island Sage in *Beyond the Break*), Gillette ("Perfect Prom"), Paramount Pictures (*Transformers - The Best Years*), Sony (SingStar '90s)
- Created and maintained online community, programming & multimedia projects for award-winning websites for children and teens (Noggin.com/ the-N.com/ Quizilla.com).
- Conceptualized and produced games and events connecting online programming to community, coordinating on air programming and editorial rollouts
- Created and managed online UGC (user generated content) photo and video contests for *Degrassi: The Next Generation*, the N's most popular series
- Supervised the N's and Quizilla's moderation teams of up to 36 moderators; coordinated with legal/standards departments on standards

Noggin/ the N (a subsidiary of MTV Networks)

1999-2003

Manager, Online Community

- Managed cross-functional teams to produce minisites and games supporting award-winning shows on Noggin and the N
- Resolved over 500 viewer services concerns weekly

Modem Media

1997-1999

Web Developer

Collaborated with client and creative team including art directors, designers and multimedia specialists to build websites for Fortune 500 companies.

- Designed templates, built and copyedited extensive sites for WhyMilk?, Johnson & Johnson and Hasbro. Project managed team to ensure that projects were completed on time.
- Maintained and updated websites for companies such as Chase Manhattan Bank, Lenscrafters and Hasbro.
- Provided high quality, quick turnaround response, juggling multiple accounts.

Siegel and Gale**1996- 1997****Production Artist/HTML coder**

Worked with account executives and clients to redesign and implement new website areas for top clients such as IBM, Kodak and The Weather Channel.

- Created templates for The Weather Channel's site redesign, developed animations for city weather reports
- Built and expanded investment sections of the American Express Direct website, increasing site traffic and requests for prospectuses
- Created Flash promotional section for the Kodak Picture network for online distribution and storage of photos

Merrill Lynch**1996****Web Consultant**

Consulted with the Web Services department in establishing authority and control over Merrill Lynch's fast-growing Intranet.

- Wrote company-wide policies on Merrill Lynch's Intranet for department websites; reviewed 91 internal sites and ensured compliance with corporate guidelines
- Produced a Lotus Notes database of internal webmasters to enhance communication and troubleshooting
- Assisted in the redesign of the Merrill Lynch Web Services site; coordinated corporate's first website launch

Columbia University**1993-1996****Ph.D. Coordinator/Webmaster**

Liaison for the graduate students in the English department office

- Co-launched and updated the departmental website in 1995, which along with listservs transformed communication and the availability of information to prospective and current students

Graduate Coordinator, Anthropology Department

- Installed a database to track the department's 150 graduate students' progress toward degree completion

Education:

M.A. in English Literature and Cultural Studies, Columbia University, May 1996

Thesis: "Staking a Claim: Nationalism on the World Wide Web"

Radcliffe Publishing Course certificate, August 1989

B.A. in English Literature, Grinnell College, May 1989

Additional skills:

MS Project, Office, Visio, PowerPoint, Photoshop, Illustrator, Dreamweaver, CSS, HTML, Flash, JavaScript