

Brook Ellingwood :: Resume

1620 S. Bayview St. Seattle, WA 98144 ~ Cell: (206) 484-5419 ~ brook@brookellingwood.com

Homepage: <http://brookellingwood.com>

Summary

Experienced Manager and Media Producer with professional background in eCommerce, Content Creation, and User Engagement strategy. Excellent cross-disciplinary communication and staff development skills. Proven success in applying standards and practices to solve tactical problems in marketing and usability. Hard skills in Program Management and front-end Web Development and Solutions Architecture, XML technologies, technical/business/feature writing.

Professional Experience

KCTS Television Seattle WA 11/2009 – Present

Interactive Producer/Experience Architect

Manage information design and creative design for Interactive properties of public television station covering western Washington and British Columbia, including navigational rules, organization of information, site maps, and planning. Guide front-end coding standards and creates visual design, including typography, visual concept, and icon design for the Web. Conceive, develop, aggregate and maintains content for Web and new media properties; and evaluate effectiveness of the Web tactics by interpreting site-use statistics.

Consulting and Contract Seattle WA 6/2008 – 11/2009

Media Producing, Web Development, Solutions Architecture, Editorial

Supported clients and agencies with architected solutions for media needs and Web development. Select organizations: POP, ZAAZ, HGC, Media Space at UW, REI. Select samples: BECU, The Wild Ginger. Assisted in Japanese translation of book *Here Comes Everybody*, by Clay Shirky .

REL.com Kent WA 11/2004 – 6/2008

Manager, Information Architecture | Online Production

Managed Information Architecture and Customer Experience Development for \$250M ecommerce business unit at \$1.5B retailer. Five direct reports plus contract staff. Worked closely with Design, Merchandising, Software Development, Analytics, Marketing, and others. Responsible for staffing, budgeting, site quality. Accountable for sales performance, staff development, customer experience. Highlights:

Implemented staff development plan, including training in Web Standards, Project Management, Information Architecture, XSLT, Accessibility

Program managed 18-month complete site redesign and recoding

Work resulted in significant measureable improvements, including large boost in traffic from natural search

Microsoft Redmond WA 11/2001 – 12/2002

Producer (Contract)

Coordinated editorial, design, video and development project schedules across multiple business units and overseas vendor for About Microsoft, Licensing, Security, .Net. Developed and implemented new production procedures, including training staff and vendors.

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Invisible Worlds San Francisco CA | Petaluma CA 8/1999 – 12/2000

Company Producer

Produced content and managed publishing for 70-person technology startup developing XML management tools.

Walt Disney Internet Group | Starwave Corp. Bellevue WA 9/1996 – 8/1999

Editor / Producer

Wrote and produced content, features, community for CelebSite, Mr. Showbiz, ABCNEWS.com, ABC.com, Oscars.com, GO.com. Defined product specifications and managed cross-functional development resources.

Education

University of Washington Seattle WA Fall 2008 Summer 2011 (projected)

Master of Communication in Digital Media

Studies in media practice and theory, social media. Research Assistant in Independent Study project to define direction for new "Media Space at UW" center and develop related online assets. Focus on social media in academic, research, and incubator settings.

Evergreen State College Olympia WA Fall 1985 1989

Bachelor of the Arts

Multi-disciplinary studies in Communication with emphases in film/video, sound engineering, performance, electronic composition.

Professional Activities

Professional Development

Web Accessibility , Kathleen Wahlbin, RampWEB | Virilion, 2007

Certificate in XML/XSL: Mulberry Technologies, 2006

Panels and Conferences

Panelist: "Top Signs it's Time to Redesign," Shop.org Merchandising Workshop, San Diego CA 2007

Community 2.0 Conference, Las Vegas NV 2007

XML 2007, Boston MA 2007

Shop.org Annual Summit, New York NY 2006

Shop.org Annual Summit Las Vegas NV 2005