

FRED EHRHART

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SUMMARY

I am an experienced creative technologist and production studio leader with a passion for building and inspiring top level teams to create exceptional work, drive constant improvement, and deliver top-of-the-line products. I am as much at home overseeing projects as a manager as I am diving into the fray with my team, bringing design, research, and technical knowledge together, while building camaraderie and fostering an environment where we all thrive and excel. It is my goal to build up team members so they not only do great things, but love doing it

EXPERIENCE

Director, Digital and Print Studios, KBS | Spies and Assassins

Promoted from Senior Producer, March 2013
New York, NY — March 2010 - Present

As the Digital and Print Studio Director, I lead and oversee all facets of creative production, managing a dedicated 9 employee team as well as all resourcing and freelance hiring. In this role I'm responsible for the design, animation, and media development for top tier clients including BMW, Vanguard, and Harman

Accomplishments

- Built and lead world class production team from the ground up, leading to improved efficiencies and increasing company profit for 7 consecutive years
- Trained and retooled entire team for transition from Flash to HTML5, while retaining all team members
- Instituted the use of new optimization tools for web assets, leading to fully featured display media and drastically improving load times and reducing bloat on BMWUSA.com. Optimization lead to winning the J.D. Power #1 Auto Maker Website award
- Developed inter-departmental workflows to optimize efficiencies and increase team's viable daily workload, resulting in increased output year after year
- Led and developed agency-wide training seminars on emerging digital creative standards and optimization techniques to keep pace with changing landscape
- Worked on new business efforts, contributing strategy and production direction leading to the win of significant partnerships with Nintendo, BMW, HomeGoods, and Windstream (telco)

EDUCATION

St. John's University - BS
Communications and
Business, 2004

SKILLS

- ❖ Team development, skill growth, and individual mentorship
- ❖ Public speaking, community building, and thought leadership
- ❖ Team resource management and allocation
- ❖ Creative and product development methodologies, including Agile/Scrum, Kanban, and Waterfall practices
- ❖ Media concepting and production including Podcasts, TVC's, Banners, OOH, and experiential

SOFTWARE AND LANGUAGES

- ❖ Adobe Suite (Photoshop, Illustrator, Animate, etc)
- ❖ Google Web Designer
- ❖ Audacity
- ❖ Jira
- ❖ Basecamp
- ❖ Wordpress (administration and development)
- ❖ HTML5 (CSS3, JS)
- ❖ Media Platforms (DoubleClick, DCM, Sizmek)

Interactive Producer, Deep Focus

New York, NY — February 2009 - March 2010

Working as an interactive producer, I oversaw the development, launch, and maintenance of innovative digital platforms and content for Microsoft, HBO, and Ciroc

Accomplishments

- Produced multiple rich media campaigns for HBO and AMC season launches to drive tune-in for award winning shows including Breaking Bad, Mad Men, and Bored to Death
- Managed and deployed “Make a Friend Famous” Facebook app / contest for HBO’s Entourage, including UX, contest voting and game rules, and development
- Produced innovative socially-driven website for Ciroc’s US brand repositioning
- Produced and launched multiple microsites for Nintendo
- Contributing producer (QA and UAT) for Mad Men Yourself digital avatar generator

Web Properties Manager, Fangoria Entertainment

New York, NY — July 2006 - January 2009

Interactive Development, community management, and content publication on Fangoria.com, the world's premier horror movie destination

Accomplishments

- Developed and implemented processes to transition traditional print team to digital publication
- Fostered outreach to volunteer community team, growing forum community membership, retention, and participation to drive online ad revenue

Community Outreach Manager, Game Trust

New York, NY — November 2005 - July 2006

As the community manager, I worked with an international group of both paid staff and unpaid volunteers to manage Game Trust’s platform and game properties

Accomplishments

- Developed testing plans, managed CSR responsibilities and compensation, and drove community growth and maintenance
- Oversaw UAT of multiple games on international platforms, including Miniclip.com

AWARDS

J.D. Power – #1 Auto maker website (2015),
BMWUSA.com (with KBS)

FCS Portfolio Award – Social and Digital Media, FTSE
Evolving Markets (with KBS)

INTERESTS & PURSUITS

- ❖ Podcasting
- ❖ Professional Gaming and E-Sports
- ❖ Comic books
- ❖ Collectable Manufacturing