

# FRED EHRHART

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## SUMMARY

In my 15+ years as a creative technologist and director, I have sought to push the boundaries of what my roles have meant. It is important to me not to be limited by any artificial constraints that my title may come with and to give every project my all. I thrive to learn and to grow, and know that it's a goal I must constantly strive for. I have a passion for building and inspiring top level teams to create exceptional work, drive constant improvement, and deliver top-of-the-line executions. I am as much at home overseeing projects as a manager as I am diving into the fray with my team, bringing creative, strategy, and technology together, while fostering camaraderie and building a work environment where we all thrive and excel. It is my goal to build up those around me, so they not only do great things, but love doing it.

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## EXPERIENCE

***Director of Operations - Halo Media, LLC***  
New York, NY — August 2019 - July 2021

In my role at Halo Media I drove and set the company's operational process for multiple on and off shore teams and ran the studio production working group. This included planning, execution, tech and operational stack decisions, personnel and HR, and P&L management.

### Accomplishments

- Managed the Universal Music Group client (1-2MM revenue annually) which put out over 500 digital executions a year for some of the worlds largest musical acts, plus work for Sony Music, Atlantic Records, and Mercer clients.
- Structured and concepted internal software products for our music clients using Agile SDLC.
- Developed and implemented hiring, on-boarding, PIP, yearly peer review, and off-boarding processes and documentation.
- Developed templated and formula driven burn and finance spreadsheet system for producers and delivery managers to manage cross shores reporting
- Wrote and distributed employee handbook and Halo employee "bill of rights"
- Key figure in constructing and staffing offshore teams in LATAM

***Associate Director of Operations - Google Apps, Essence***  
New York, NY — Sept 2018 - August 2019

As the Associate Director of Operations on the Google Apps pod, my role included introducing new processes and methodologies to the team of

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## EDUCATION

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

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## SKILLS

- ❖ Team resource management, direction, and budgeting
- ❖ Team development, skills growth, and individual mentorship
- ❖ Presentation, community building, and thought leadership
- ❖ Creative and product development methodologies, including Agile/Scrum, Kanban, and Waterfall practices, SDLC

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## SOFTWARE AND LANGUAGES

- ❖ Google/Office suite, high level proficiency
- ❖ Kanban (Jira/Trello/etc)
- ❖ User flow and site mapping (Flowmap, Draw.io, VIsio)
- ❖ Adobe Suite (Photoshop, Illustrator, Animate, etc)
- ❖ Google Web Designer
- ❖ Google Analytics, My Business, Search Console
- ❖ Wordpress (administration and development)
- ❖ HTML5 (CSS3, JS)

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## AWARDS

30+ people, as well as enforcing and supporting current processes as we work through multiple 100+MM media budgets quarterly.

#### Accomplishments

- Introduced a Kanban based project management platform to the team, including training and documentation of operational process leading to increased productivity
- Managed the intake of new campaigns and budgets, staffing, resourcing, project timelines and deliverables, and conflict resolution
- Worked as a liaison between the client services team and the rest of the team/agency at large on matter of finance and budgets

#### ***Integrated Director of Production, KBS | Spies and Assassins***

Promoted from Senior Producer, March 2013  
New York, NY — March 2010 - January 2018

As the Integrated Director of Production, I grew the team from a small 3 member group of animators into a dedicated 10+ employee, cross disciplined team charged with the design, animation, and development for top tier clients including BMW, Vanguard, and Harman. My responsibilities included all personnel decisions and growth, budgeting and scoping, client/vendor management, thought leadership, and project management.

#### Accomplishments

- Rebuilt agency production capabilities and workflow from the ground up, leading to improved efficiencies, capabilities, and outputs. Efforts lead to increased profit for seven consecutive years
- Trained and retooled entire team for transition from Flash to HTML5, while retaining all team members and avoiding unnecessary hiring costs or negative effects on morale
- Instituted the use of new optimization tools for digital assets, leading to more fully featured display media and drastically improving load times and reducing bloat on BMWUSA.com. Optimization led to winning the J.D. Power #1 Auto maker Website award in 2015
- Led and developed agency-wide training on emerging digital creative standards and optimization techniques
- Contributed strategy and production to new business, leading to significant partnerships with Nintendo, BMW, HomeGoods, and Windstream (telco)

#### ***Interactive Producer, Deep Focus***

New York, NY — February 2009 - March 2010

Working as an producer with Deep Focus, I oversaw the development, launch, and maintenance of innovative digital platforms and content for Microsoft, HBO, and Ciroc. Working within the emerging social landscape, we created cutting edge work that gets recognized to this day.

#### Accomplishments

- Produced multiple rich media campaigns for HBO and AMC season

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

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

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## INTERESTS & PURSUITS

- ❖ Podcasting
- ❖ Competitive Gaming
- ❖ Comic books
- ❖ Collectable Manufacturing
- ❖ Conventioneing

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 and launched multiple microsites for Nintendo including content for Nintendo emerging AR platform on the DS
- 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.

***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.