

STEVEN ORGAN

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Areas of Expertise

Production Management	Project Documentation	Copywriting & Scriptwriting
RFP & RFI Proposals	Wireframes and Flowcharts	Graphic Design - UI / UX
SOW, POs, Invoicing	Media Management & Processes	Video Production & Post-Production
Budgeting	Managing Cross-Functional Teams	Adobe CC (Design, Photo, Video)
Client/Vendor Relationships	Web-based PM Tools (Wrike, Asana)	Final Cut Pro Suite

Professional Overview

2 PIXELS, Richmond, CA: MULTIMEDIA PROJECT CONSULTANCY

Producer & Project Manager (freelance)

- Collaborated with Sales and Marketing teams to produce web-based interactive to assist with on-boarding new clients to the processes and features of company's product offerings.
- Produced video courses for online SCRUM training company. Oversaw all video production and editing duties, remote workflow solutions and processes, digital asset management solution, and overseeing freelance animators. Produced over 220 online training videos and social media video ads and promos.
- Co-produced and completed all post-production responsibilities on Virtual Reality experience that simulated living with congestive heart failure (CHF).
- Produced corporate website and marketing brochures for company focused on auto industry regulation and compliance.
- Produced user-experience script for the Mars Rover interactive for National Air and Space Museum.
- Clients include: Astra-Zeneca, BetterUp, Mountain Goat Software, Sensitive Data Protect, LLC

CORTINA PRODUCTIONS, McLean, VA: CREATIVE MEDIA DESIGN AND PRODUCTION COMPANY

Interactive Producer

Developed, initiated, and managed multiple concurrent project plans, while maintaining project scope, client deliverables and strict deadline.

- Composed creative briefs and communicated directly with clients and agencies to manage expectations, timeline, and project development.
- Ran multiple daily standup meetings with cross-functional teams (in-house and freelance) to ensure that all team members were updated on project milestones, decisions, status, mitigation, and delivery.
- Drove creative designs and project outlines while ensuring branding guidelines were adhered to.
- Integrated various technologies (Touchless, Projection, AI) and robust Content Management Solution (CMS).
- Managed on-site technical support, set-up, and final installation on \$30 million museum project.
- Clients included: National Comedy Center, National Air and Space Museum, National Soccer Hall of Fame

INTERATICA, LLC., Alameda, CA: CREATIVE DIGITAL EXPERIENCE AGENCY

Creative Producer & Client Services

- Fulfilled key role in all aspects of projects to include project schedules, scope, budget, task assignments, equipment purchasing & logistics, project documentation, on-site staffing, and travel management.

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- Designed, produced, and wrote all marketing initiatives to include promotional videos, direct-to-client email marketing campaigns, monthly blog posts, and social media integration.
- Implemented company-wide project management software, cloud-based media management, and communication protocols and procedures.
- Managed up to 15 concurrent projects in various phases with **budgets of \$100,000** or more.
- Managed an international team of freelance designers, programmers, animators and engineers.
- Clients included: Eisai, Takeda Pharmaceuticals, NEC, GES, EMD Serono

ARK MEDIA, Philadelphia, PA: FULL-SERVICE DIGITAL MARKETING AND TECHNOLOGY FIRM

Production & Creative Services

- Creative lead & production manager on **200+ digital projects** from moderate to highly complex initiatives.
- Condensed complicated scientific material into educational, entertaining experiences for physicians and exhibit attendees.
- Led cross-functional teams (design, animation, programming, content) to manage key portfolio accounts and other strategic solutions to deliver exceptional digital experiences.
- Deciphered business requirements into actionable design requirements for creative team execution.
- Partnered with Account Manager to negotiate and manage client concerns, project change request, project risks, and ensuring medical and legal compliance.
- Instituted company-wide, web-based project management tools and cloud-based media management solutions.
- Managed and evaluated freelance services to off-load in-house production duties and ensuring compatibility of delivered media to exact production specifications.
- Worked directly with exhibit houses, equipment providers, and exhibit management services to coordinate setup-up, installation, and break-down of hardware and software installations.
- Produced and directed **30+ live-action, animated, and 3D videos** covering wide-range of subject matter and complexity to involve Mechanism of Action videos, patient profiles, KOL interviews, and product demos.
- Clients included: Novartis, Eisai, Pfizer, Merck, Eli-Lilly

Notable Awards

- Winner - Media and Technology MUSE Awards – *Laugh Battles*
- Winner - Bronze Telly Award – Intendis *Formula Won* Racing Challenge
- Winner of 48 Hour Film Festival, Best Editor (*Palindrome*)

Publications & Presentations

The Seduction of Technology – HEALTHCARE EXHIBITOR'S ASSOCIATION (HCEA)

David Lan: Interviews – PUBLISHED BY UNIVERSITY PRESS MISSISSIPPI