

**LENNY ZENITH**

Brooklyn, NY 11231

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(734) 734.395.5094

**Interactive Project Manager**

Dynamic, and creative problem-solver successful in designing and managing content-rich web sites. Solid technical and workflow strategy development skills. Energetic and decisive leader able to merge disparate technologies and personnel into productive team-centered units.

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May 2002 - Present

**UNIVERSITY OF MICHIGAN** - News Service, Interactive Project Manager

May 2002 - Present Responsible for the development, implementation and maintenance of new technologies to advance the organization and dissemination of [university news](#) to media outlets worldwide, including oversight of a comprehensive redesign of the university's primary site. Direct staff in developing and programming interactive dynamic workflow and content management tools using Flash, PHP, MySQL, Ajax and JQuery libraries. Responsibilities also include creative collaboration of web site redesign for maximum usability and impact as well as implementation of alumni e-newsletter and database structures and publication of same. Editorial contributions in placement of content on primary Gateway. Audio and video editing. Responsible for overseeing redesign of staff/alumni sites [University Record](#) and [Michigan Today](#). Also produced and directed [multimedia photo essay](#) for affirmative action lawsuit and departmental media exposé as well as a [Flash-based stem cell tutorial](#) for the Life Sciences Institute. Responsible for choosing and licensing stock photography for web features as well as oversaw development of [Photo Services e-commerce application](#).

**nurun inc.** - Producer/Project Manager GM.com

February 2002 – April 2002

Contract position as project manager for website of GM.com - General Motors, N.A. Responsible for coordinating the day-to-day production of primary GM web site. Developing ideas and solutions for enhancing site features, functionality and content in conjunction with advertising agencies, and source staff; liaise with Design, Production, Development, Marketing, and primary stakeholders to ensure that all aspects of quality control and competitive requirements were satisfied within budgetary guidelines. [www.gm.com](http://www.gm.com) o/b/o [www.nurun.com](http://www.nurun.com)

**FACTOTEM** - Sr. Solutions Architect

November 2001 - January 2002

Web consultation, design and production. As a member of Factotem's

Constellation. Liaised with other members to craft on-line solutions for a variety of clients. [www.factotem.com](http://www.factotem.com)

**AOL TIME WARNER, INC.** - Associate Producer, Entertainment Weekly Online  
December 2000-June 2001

Responsible for daily maintenance and design of multi-page web features and news stories for ew.com. Also responsible for contribution to coding standards and conventions as well as StoryServer templates, feedback forums, sitemap and help pages. [www.ew.com](http://www.ew.com)

**TASTE OF BROOKLYN** - Owner, webmaster, producer, designer

May '99-2001

Responsible for primary design, launch, concept, editorial/photographic content and maintenance of this database-driven restaurant web site, profiled in the [New York Times](#), [Time Out](#), and [Entrepreneur](#). [www.tasteofbrooklyn.com](http://www.tasteofbrooklyn.com)

**EMI MUSIC PUBLISHING** - Director, Foreign & Special Markets

April '95-December '00

Responsible for the development and coordination of the Reduced Rate web-based licensing project. Primary contact to IT department regarding database integration and overall company web site redesign. Negotiated rates and terms for special market releases as well as mechanical licensing of all foreign sub-publishing deals, including negotiating controlled composition clauses, rate analysis and general agreement interpretation. Supervised staff of three, including Assistant Manager and Coordinator. Other responsibilities include Canadian mechanical licensing, administration of all reduced rates requests and licenses and special product development. Peripheral projects include consultation and redesign of departmental web site including compiling reports of user activity, developing electronic workflow management tools, team participation of full-scale imaging project, on-line research of copyright issues and information, digital imaging and workflow management research development and project implementation. Consecutive yearly promotions from Manager, to Assistant Director then Director. [www.emimusicpub.com](http://www.emimusicpub.com)

**POLYGRAM RECORDS, INC.** - Video Licensing Coordinator

March '93-April '95

Responsible for synchronization licensing of long form video releases, television features, CD-ROM, CD-i titles, and commercials, for PolyGram Records, PolyGram Diversified Entertainment, Philips and Island Records. Negotiated fees, drafted and issued agreements, processed payments and controlled overall copyright costs. Coordinated with creative department on video package song placement.

**EMI MUSIC PUBLISHING** - Assistant to Director of Creative Services

February '91-March '93

Evaluated, and compiled EMI controlled compositions for placement in films,

commercials, and television. Liaison between creative staff and music users including advertising executives, feature film music supervisors, video producers, and multimedia developers. Supervised interns, drafted correspondence, and compiled extensive departmental reports. Negotiated synchronization fees and terms for film, television, video and in-house productions. Drafted and issued licensing agreements. Tracked video sales, accountings and receipts, and payments. Processed royalty payments.

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**Web:** MS Visio, MS Project, Google Analytics expert,  
**Interactive:** Flash, ActionScript 3.0, Premiere Pro, After Effects, Audition, Premier, Logic, ProTools  
**Production:** Writer, director, producer, extensive video and audio production.  
**Graphics:** Photoshop, Illustrator  
**Other:** Strong working knowledge of PHP, MySQL, Ajax, Vignette StoryServer, ColdFusion, CGI, Perl, .ASP, .JSP, TCL  
Extensive music and video production skills.  
Fluent Spanish. Rudimentary French.

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**Eastern Michigan University, Ypsilanti, MI 2008**  
Project management test preparation I & II  
**New York University, New York**  
[Interactive Multimedia Development Certification, 2000](#)  
**University of New Orleans - New Orleans, LA**  
B.A., Communications, 1990  
Minor in Art History  
Minor in Spanish

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WCBN - Board of Directors, University of Michigan Student Radio - 2002-Present  
SEMPUG - Southeastern Michigan PHP Users Group - Present  
MIUPA - Michigan Usability Professionals - 2004 - Present  
NYU - Teaching Assistant - After Effects - Fall 2000  
CANALI DESIGN - Instructor of Dreamweaver, HTML and Fireworks - 2000/2001  
NYNMA - New York New Media Association - Member since 2000  
WWWAC - World Wide Web Artists Consortium - Member since 1999  
CPSR - Computer Professionals for Social Responsibility - Member 2001  
ANN ARBOR COMMUNITY TENNIS ASSOCIATION - Web updates and consultation  
MULTIMEDIA CONSULTANT, New York, freelance consulting on content and rights clearance.  
NEW MUSIC SEMINAR, New York, volunteer and participant.  
CMJ Music Marathon, New York, participant, performer.  
PUDDLE RECORDS, New York, owner/manager for this independent label.

NEW ORLEANS JAZZ AND HERITAGE FESTIVAL, New Orleans, stage  
manager, performer.

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