

Christopher Melvin

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Skills:

Video Creation
Video Editing
Animation
Audio Editing
HTML
CSS
Javascript
Wordpress

Programs:

After Effects
Premiere
Audition
Photoshop
Illustrator
Visual Studio Code

About

My title right now is *Director of Digital Design & Development* at St. Martin's Press. It's probably one of the few titles that I feel comfortable with. I am creative at heart, equally visual and technical.

I've been an artist/designer as far as I can remember. I started as a graphic designer over 25 years ago, and when I got a computer I really immersed myself into all the programs, started networking and learning anything I could. I've learned a lot from everyone I've worked with and still do today.

St. Martin's Press

Director Digital Design & Development (2012 – Present)

Create digital promotional items for books, including video for TV, retail and web.

Connecting with existing campaigns for design and message consistency.

Create book trailers for all media, including social channels, select visuals, and music to construct the story.

Create websites, landing pages, and other online promotions making sure all devices are supported and accessibility is good.

Ensure tracking is employed and working as needed.

Editing video and audio to create finished trailers.

Sony Music Entertainment

Vice President Creative Group - Online & Mobile (2007 – 2010)

Created new business development solutions for artists, and labels. Produced successful online and mobile projects for a large group of music artists including Britney Spears, Usher, P!nk, Weird Al and many more.

- Researched new methods and opportunities for digital marketing strategies
- Led a team of designers and developers and increased the output of the department
- Created innovative solutions and digital products for high profile artists
- Utilized in-house resources to save revenue while maintaining high level of output
- Maintained budgets and outside resources as needed.

Jive Records/Zomba Label Group

Creative Director – New Media (1999 – 2007)

Are you really reading an old-fashioned resume this far through?!

The website has much more to offer.

Handled the creative responsibilities for the new media department, created artist websites, advertising and promotions, advised on online strategies and direction.

- Research new methods and technologies to implement
- Created visuals and components for high-end commercial DVD releases
- Coordination of designers and developers
- Shot and digitized video for web and broadcast