

MELVIN AKERMAN RESUME

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Summary

Bilingual TV Associate Producer and Internet Marketing Coordinator, well experienced in all types of A/V equipment, due to coordinating diverse areas from internet marketing for Sony Latin America (3 years) to participating in most aspects of TV production (12 years). Fluent in both English and Spanish languages (oral and written) with an extensive knowledge of most of the current trends (technologies, music, film, etc.) in the US, Europe, and Latin American regions.

Professional Experience

MARKETING / SEO / INTERNET

Sony Latin America, Miami -FL

2007 - 2009

Internet Marketing Coordinator (Consultant)

Full time consultant for the regional Marketing and Communications department, by handling most of Sony Latin America's minisites, from creation to web deployment. This position was the liaison between the internal Product Management, the Marketing Department, the creative agencies involved and the IT team, to ensure the successful execution of all regional marketing campaigns. This position responsibilities also included:

- Briefings the assigned agencies with the required steps for each project
- Analyze drafts received and quickly process all internal feedbacks.
- Coordination of all the deployment dates with all departments involved.
- Testing of all required web metric measurements online, using Omniture SiteCatalyst

S.K.Ripstein Enterprises, Aventura-FL

2004-2007

Webmaster (Freelance)

Responsibilities include making appropriate recommendations for the strategies that best suit the needs to optimize web traffic, including:

- Search Engine Optimization of the site
- Keyword research using tools such as Word Tracker, Keyword Locator, etc.
- Recording and uploading different promotional interviews and other entertainment and event contents
- Creation thumbnails and ads to promote all new media available.

These strategies did finally increase the online traffic quantities targeted.

SuperGroup International / AuctionSetup, Miami-FL

2004- 2007

Internet Coordinator for internal sales team on eBay (Consultant)

Responsibilities included making all appropriate recommendations for sale strategies by using the eBay platform, and to best suit the needs to promote and sale of this company's high ticket items (such as Broadcast TV Cameras and its accessories).

This task was performed by the internal sales team, after being thought to do the following tasks:

- Research products and keywords (by Yahoo's Overture) to target and list on eBay for auction
- Acquire of the proper pictures, thumbnails and descriptions of items
- Contact potential buyers by email exchange
- Final handling of all payment procedures
- Processing the final shipping, handling and online tracking

TELEVISION

SuperGroup International / Vision Earth, Miami-FL

2004-2006

Multimedia Producer

Responsibilities included multimedia productions (recording, editing DVD authoring, replications, etc) of several documentaries and client promotional videos

"The Roof" airing on NBC-Mun2, Miami-FL

2002-2004

Line Producer

Responsibilities included all aspects of the live production of the live in-studio show "The Roof", which aired prime-time on weekdays, including also all daily pre and post productions of show.

MTV Latin America, Miami Beach-FL 1999-2001
Senior Associate Producer (Staff) 2000-2001

Responsibilities included all aspects of the production of the show "Conexion", including production of remote interviews and supervision of talent, all pre and post productions of show, Associate Producers, Production Assistants, and Interns.

- Consistently produced quality work while simultaneously meeting all airing deadlines within limited budgets.
- Created programming which responded to changing styles and necessities of each territory on a pan-regional show which allowed the show to continue its "cutting edge" style.
- Successful integration of all of the show sponsors, mediating between all the network departments' needs and the show's style, which generated a total of 5 clients renewing their accounts with larger investments on the channel. This also generated a total of 22 different Film spots, within the show, from many large Motion Picture labels.

MTV Latin America, Miami Beach-FL
Associate Producer (Staff) 1999-2000

Responsibilities included co-production of the show "Conexion".

- Assisted Producer and Executive Producer on special projects.
- Revamped the daily prime-time show for Latin America "Conexion", updating its older format, successfully getting the attention of the targeted audience with a more current and newer production
- Promoted to Senior Associate Producer within 9 months.

Freelance Local Producer, Production Assistant & Crew Coordinator 1994-1999

List of clients included:

Nickelodeon (Latin America), **MTV** (Latin America), **CNN en Español**, **Cartoon Networks** (Latin America), **USA Networks** (Latin America), **Don King Productions**, **BBC**, **Bridgestone/Firestone**, **Sheraton Luxury Collection** (Latin America), etc.

Worked throughout Latin America, for different projects.

Productions required handling of both equipment and personnel.

Assisted with the complete local production, which consisted of maintaining clients' "network" style, Frequently on remote and sometimes difficult to access location.

- Worked as a local Production Manager for the regional segments of the special show "Nickelenio" (shot in Mexico, Argentina, Honduras, Dominican Rep.), working also locally during the remote shoots. Some of these regional takes also become part of the US-Nickelodeon main show.
- Developed and produced a total of 55 shows "MTV Afuera 95" which involved extensive traveling to landmark locations in Colombia, Venezuela, Peru, and Argentina.
- Promoted to staff Associate Producer for MTV Latin America.

Education and Training

El Camino College, Los Angeles-CA

Viacom International, Miami Beach-FL

Time Management Seminar

Content Desk Charter for Webmasters, New Orleans-LA

Computer skills

Internet: XSite Pro (Internet Publishing) mastering and Macromedia Dreamweaver / HTML insert and execution, Fireworks, Camtasia, Market Samurai (keyword research), FTP, etc

Graphic design / Publishing: all of Adobe (Photoshop, InDesign, Illustrator, Premiere, etc)

OS: Software handling for PC, Dos, all Windows OS (19+ years), and all Mac OS (16+ years)

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Several references available upon request