

Christopher Hyde

1538 Twin Courts Lane SW | Marietta, GA 30008 | (770) 436 - 3836 | christopher@hydecorp.com

CAREER SUMMARY

Award winning website manager experienced in all phases of website and social media administration, marketing, and content development.

SIGNIFICANT QUALIFICATIONS

- Winner of two Southeast Regional Emmy Awards – *Election Coverage: 2006, Special Section: 2006*
- Edward R. Murrow Award for best website – 2007
- Georgia Associated Press Award for best website – 2005, 2006, 2007, 2008, 2009
- Best of Gannett Award for best website – 2008
- Successful professional track record in both management and team member environments.
- Outstanding personnel management strategies, which emphasize training and team building.
- Consistently provide strategic and effective executive direction for multi-faceted projects.
- Capable of identifying innovative methods and procedures to increase bottom-line profits.

LANGUAGES / SOFTWARE

- HTML, XHTML CSS, JavaScript, ActionScript 2.0, VB.Net, some PHP and XML, MySQL
 - Dreamweaver, Flash, Photoshop, Image Ready, Office, Acrobat, FTP
 - Sharepoint
 - Web Analytics: SiteCatalyst and WebTrends
-

RELEVANT EXPERIENCE

HYDECORP.com – Atlanta, GA 2009 – Present

Consultant

Successfully started consulting business that helps companies start development and implementation of their own web services and sites for customer support and lead generation. Comprehensively manage all operational functions including site construction/support, marketing, search engine optimization and analytics.

- Provide online consulting for various companies.
- Design/Develop & Launched several websites.
- Identify & Implement SEO standards on websites.
- Design creative for online ads.

WXIA-TV (11Alive/11Alive.com) – Atlanta, GA 2006 –2009

Webmaster

Managed department of award winning producers and designers. Developed content and programming plans including implementation of social networking on 11Alive.com. Created and administered multiple SharePoint sites. Covered major news events in the Metro Atlanta area

- Designed sales campaigns to reach \$2 million revenue goals.
- Created and maintained site pages for nine websites including 11Alive.com and MomsLikeMe.com
- Completed multiple redesigns of 11Alive.com, MyAtTV.com, and more.
- Designed and built Rich Media ads and promotional banners, primarily
- Launched mobile web and TXT infrastructure for 11Alive.
- Trafficked ads across multiple websites using Open Ad Stream and Helios IQ.
- Organized traffic and impression/click-through reports for management and sales.

WXIA-TV (continued)

- Launched multiple e-mail & eMarketing campaigns using Exact Target.
- Analyzed online metrics using SiteCatalyst and WebTrends.
- Developed and designed featured internal sections and advertorials on 11Alive.com, including blogs, Commuter Dude, and Atlanta's Biggest Loser.
- Wrote training manuals and documentation for web apps and workflows.

WGCL-TV (cbs46.com) – Atlanta, GA

2003 – 2006

Director of Interactive Media

Created and maintained web site pages using various programming languages. Worked with producers and designers to coordinate several site redesigns and launches. Established site structure by creating news data, video and photo viewing experiences. Managed online sales process by building client proposals that closed business deals. Covered major news events in the Metro Atlanta area.

- Increased web site traffic by 60% in first 6 months.
- Completed two complete redesigns of cbs46.com.
- Built and maintained websites using HTML, CSS, JavaScript, Flash.

WSMV-TV (wsmv.com) – Nashville, TN

2000 – 2003

Interactive Media Manager

Manager of all news, promotion and sales content on WSMV.com. Created all online promotion and sales campaigns for client sponsorship. Managed staff of interactive producers. Maintained site structure, news data, video, feeds and photos.

- Increased web site traffic by 120% in first 6 months becoming #1 in network.

WVTM-TV – Birmingham, AL

1997 – 1999

Producer

Produced newscasts in all time slots. Field-produced many local and live events. Produced special projects and various mini-series.

WSFA-TV – Montgomery, AL

1997 – 1999

Associate Producer

Produced weekend evening newscasts. Assisted with website publishing.

OTHER EXPERIENCE

Crest Cadillac – Nashville, TN

1999 – 2000

Sales Associate

Sold new and pre-owned automobiles to new customers and returning buyers. Demonstrated capabilities of various vehicles to prospective buyers, encouraged people to make purchases and closed sales. Maintained superior product knowledge, customer satisfaction and worked with service professionals to ensure vehicles were reconditioned as expected.

EDUCATION

B.A.: Auburn University - 1996

Mass Communication (Radio/Television/Film), Business & Spanish minors