

Christopher Roberts

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PROFILE

Interactive Analyst (1st), Developer (2nd) and Designer (3rd) most recently a full time Emerging Media Business Analyst with CondeNet currently seeking freelance and full time opportunities to help build web applications that are clean, cool and lucrative.

EXPERTISE

Interactive Analysis: Video, Interactive, Podcasting, Ad Serving, Reporting, Analytics, Usability, Mobile, Syndication, CMS Set-Up and Customization while integrating with DART, Atlas, OAS, OpenX, Omniture, iTunes, YouTube, Hulu, Adobe, Joost, Sony, Verizon VCast, Kiptronic, VoloMedia, TubeMogul, Unicast, Eyeblander, Brightcove, Livestream, Ooyala.

Development: jQuery, JavaScript, XHTML, CSS, XML, JSON, AJAX, PHP, JSP, ActionScript, Prototype, MoolTools, YUI, GoogleMaps, GDATA, FlowPlayer

Design: XHTML, CSS, Photoshop, Fireworks, Flash, Visio, Final Cut Pro

EXPERIENCE

MotoChristo 1/2009 - Present

Interactive Analyst / Developer / Designer / Entrepreneur

Analyzing and building interactive, video and web advertising solutions including evaluating leading web vendors considering video display quality, ease of production, pricing, ad serving and cms flexibility, reporting, mobile delivery and player usability. Recent clients range from editorial (alleyinsider.com) to pharma (cleartodrive.com) eCommerce (mywinesdirect.com).

CondeNet 8/2006 - 12/08

Emerging Media Business Analyst

Analyzed potential video and interactive partnership opportunities with major video and interactive outlets such as iTunes, YouTube, Hulu, Adobe,

Yahoo, MSN, Sony and Joost. Once the contracts were signed I oversaw development and design work required to integrate considering workflow, ad serving, analytics, video display quality and player usability.

Unicast 2/2005 - 8/2006

Interactive Video Ad Product Manager

Pre and post sales technical support (and some development) for interactive video ads on leading publishers such as Discovery.com, Reuters.com and CondeNet.com. This solution was 100% player independent, 100% ad server independent, and 100% interactive.

EyeBlaster 4/2002 - 2/2005

Interactive Ad Support

Debugging advanced JavaScript, ActionScript, and DART interaction issues in real time for 300+ leading publishers. At the start of this opportunity I barely knew how JavaScript worked, but by the time I left I was ready to create my own web solutions from scratch.

EDUCATION

Global Knowledge, 8/2008

Business Process Modeling

New York University, 6/2006

Advanced JavaScript

Columbia University, 6/2005

Java Development

UC San Diego, 6/1998

B.A. Economics, Minor in Theater

ALSO OF NOTE

Classic 1974 Vespa Rider

Soccer, Basketball and Ping Pong Player

Italian Sports Car Aficionado

Northern California Native