

Deven Persaud

www.dpersaud.com

Interactive Producer

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Objective:

A senior level Web producer role at a dynamic New York advertising or design agency

Experience:

National Hockey League, New York, NY

Interactive Producer (2007 - Present)

- Worked with interactive team in the successful launch of scores of interactive programs for users and 30 Clubs. Projects included:
 - Websites
 - Microsites
 - Dynamic Lead Templates
 - Online Advertising
 - Social Networking sites
- Created internal instructional screencasts for team employees
- Implemented and operated HTML and Creative Suite training sessions for League employees
- Produced, designed, and deployed graphics, video, pages, updates and enhancements for all 30 client web sites.
- Including but not limited to flash integration, photoshop templates and CMS manipulation.
- Provided real-time, day-to-day as well as game night production of multiple sites.
- Acted as a liaison between the League, it's departments, and it's client teams in regard to content and web production.
- Diagnosed and troubleshoot technical, graphical or Content Management issues for Club's and their representatives.

Global Spectrum - John Labatt Centre, London, ONT, CAN

IT and Audio/Visual Staff (2006-2007)

As IT staff at Global Spectrum I was responsible for:

- Producing and editing event videos
- Creating interactive scoreboard games for the London Knights

Telus Mobility, London, ONT, CAN

Product Care Representative (2005-2007)

As the Product Care Representative at Telus Mobility I managed all customer hardware inquiries including:

- Telecommunications issues
- Troubleshooting and repairing client hardware and software

Grayling PR USA, New York, NY

Assistant Account Executive (2004)

As the Assistant Account Executive at at Grayling USA I was responsible for drafting press releases, presentation and pitch letters for accounts such as Heinken, Harlequin Romance, and MOET. Additionally I was in charge of pitching local and trade media.

Education:

Fanshawe College, Graphic Design, 2007

University of Western Ontario, Political Science, 2004