

**Carl Copeland**

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**Introduction**

I have over 15 years experience in director level management. I have served as Creative Director, Director of Interactive Development and Director of Product Development. My clients have included brands such as;

- AT&T
- Pepsi
- Harrah's Resorts
- Major League Baseball
- Hasbro
- Pizza Hut
- American Airlines
- Nokia
- Texas Instruments
- ING
- Merck
- Frito Lay
- Del Monte
- Marvel
- Texas Lottery
- Toyota
- Verizon
- Cingular
- 3M
- Mitsubishi

I am currently seeking new opportunities and challenges and would appreciate the opportunity to discuss what I can do for you.

**Selected Accomplishments**

- Increased Profit Margin - Consulting with Intermark Interactive on the eBrochure project for Toyota.com. Toyota boasted a \$6 million increase in profit in 2005 due to this application.
- Increased Gross Profits and Sales - Created and developed custom online Variable Integrated Marketing Support applications that increased gross sales with one account from \$1 million per year to over \$8 million over a three year period.
- Increased Operating Efficiencies - Conceptualized and designed an online CRM system for The Fowler Group that streamlined job logging, tracking, time entry, customer information, memos, messaging, job status and materials usage. This system integrated directly into accounting software and utilized print logs to automatically post time, materials and quantities and reduced billing errors by an estimated 85%. This system also allowed for efficient and productive telecommuting and remote account access for sales people in the field.
- Managed Teams - Managed 7 departments and teams of over 40 designers and production artists, overseen international production and distribution of marketing materials that have reached millions of people, created and developed custom job tracking and quality control systems.
- International Print & Broadcast Distribution - Created and managed the Publications Department for Calvary Cathedral International which provided promotional, educational and support materials, including video and audio productions, for twelve bible colleges, over 200 churches and 4 daily radio broadcasts as well as creative support for television stations located in Uganda and Grenada, reaching over 30 million people.

**Work History**

- Technical Architect for Javelin Direct, Irving, TX.....April 2007 – Current

**Responsibilities Included:**..... Strategic planning of technologies and resources  
Oversee interactive project managers and account support teams  
Maintain a state of advanced technological and best practices capabilities  
Manage department workload and staff utilization  
Direct production process and workflow methodologies  
Identify appropriate technologies for projects  
Regularly produce "Point Of View" reports on emerging interactive mediums  
Create new products and potential profit centers

- On Contract Interactive Production Manger for N-Gen Studios, Dallas, TX ..... January 2006 – April 2007

**Responsibilities Included:**..... Manage the interactive development team  
Create profit centers for the interactive development team  
Build and manage expert development staff  
Maintain a state of advanced technological and best practices capabilities  
Manage department workload and staff utilization  
Manage department budget and schedule expectations  
Direct production process and workflow methodologies  
Identify appropriate technologies for projects  
Establish and maintain key vendor / freelance relationships  
Work with the interactive development team to ensure:  
1) An atmosphere of teamwork, customer service, dedication and professionalism  
2) Financial profitability  
3) Execution of the highest-quality product available

- Director of Interactive Product Development for SullivanPerkins, Dallas, TX ..... April 2006 - September 2006

**Responsibilities Included:**..... Manage the interactive development team  
Create profit centers for the interactive development team  
Build and manage expert development staff  
Maintain a state of advanced technological and best practices capabilities  
Manage department workload and staff utilization  
Manage department budget and schedule expectations  
Direct production process and workflow methodologies  
Identify appropriate technologies for projects  
Establish and maintain key vendor / freelance relationships

- Vice President of Product Development for The Fowler Group, Arlington, TX..... September 2000 - April 2006

**Responsibilities Included:** ..... Department P&L strategy and implementation  
 Information technology systems  
 Vendor relations and contract negotiation  
 Management of development teams  
 SEO and PPL client services  
 Infrastructure and information technology  
 Maintain a state of advanced technological and best practices capabilities  
 Variable data integrated application development  
 Network and systems management

**Education and Certifications**

- Currently working to complete Electrical and Mechanical Engineering degrees at the Massachusetts Institute of Technology [MIT] via the online Open Courseware Program. Expected completion date is Fall 2008.
- Completed Microsoft MCSE certification courseware program in 2002.

**Technical Skills Include**

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|---|--|
| • Interface design and development        | • Color workflow management              |
| • Multimedia CD and DVD production        | • Prepress and print production workflow |
| • Information Technology Systems          | • Flash development                      |
| • Basic HTML/CSS/XML                      | • Offset and digital printing            |
| • Network and systems administration      | • Industrial design                      |
| • Audio engineering                       | • Video engineering                      |
| • Cross/Multi-platform media distribution | • Data management                        |

**Additional Accomplishments**

- Social Activism - Founded and preside as Chairman of the North Texas Language Society, a non-profit organization that promotes and provides resources for multi-lingual education in North Texas for the purposes of career advancement and increased marketable skill as well as support for and the social and language integration of legal U.S. immigrants and residents.
- Recognized Expertise - Taught four weekly courses for Hill College in Johnson County, Texas, covering areas of computer science, interactive technology and graphic design.
- Social Activism - Serve as Marketing Director for Harvest House, a non-profit charitable organization located in Burleson, Texas overseeing marketing, technology, fund raising and strategic planning. Harvest House serves individuals and families in need with food, clothing, antibiotic prescriptions, financial aid and fuel. They service Burleson and surrounding areas. We are currently deploying a new web-based application tying several charitable organizations, including United Way and Catholic Charities, into a central resource for meeting the needs of families and individuals in Johnson and Tarrant counties.

**References**

Available upon request.