

## CONSULTANT

**BET Networks / Viacom** November 2009 - Present - New York  
CentricTV Interactive Manager and Content Director - **Wordpress CMS**

**Bishop Rosen & Company** November 2009 - New York  
Web Content and Site Consultant - **Joomla CMS**

**New York Stock Exchange** October – November 2009 - New York  
Web Content and Code Producer - **Fatwire CMS**

**OrangeFilms** September - October 2009 - New York  
Production Coordinator for Fashion Week Clients: Oscar De La Renta, DVF, LaCoste, Rachel Roy, Rodarte, Toni Manchevietz, Y-3

**Campfire/Discovery Channel** June - July 2009 - New York  
Social Media Marketing Project Manager - Shark Week 2009

**FUSE TV** October 2008 – January 2009 - New York  
Web Project Manager Consultant  
Evaluated and crafted Project Forecasts at inception (scope, budget, resources, timeframes) for each incoming project, on a region-specific basis; Collaborated periodically with Account Managers and internal team to drive projects through milestones and to completion (including third party vendor agreements, cross-department trafficking, internal follow-ups, sign-offs) - **Interactive Partners CMS**

**Uptown Magazine** May - September 2008 - New York  
Online Marketing Manager/Interactive Producer Consultant  
Developing, producing and project managing online websites and supporting marketing content; Cultivated relationships with various marketing partners VH1 Soul, BET, TV One; including creative agencies, to create compelling websites that attract users and convert them into online subscribers; Devised SEO, SEM and CRM campaigns to increase and monitor reader traffic - **Joomla CMS**

**City Parks Foundation** March - August 2008 - New York  
Arts and Marketing Associate  
Oversaw print campaign production management; Liaisoned with print and web designers and creation and distribution of marketing/promotional pieces for SummerStage and City Wide Festivals; Manager of SummerStage and Artist Merchandise - in partnership with the Merchandise Coordinator

**Kevin Powell for Congress** March - September 2008 - New York  
Multimedia Project Consultant  
Responsible for content development and outreach for campaign website and affiliated social networks i.e. Blackplanet, Huffington Post, MTV U, Facebook and MySpace; Production manager for online team of designers and online coordinators; Created content/copy, assistance with web asset development and application of relevant new media technology - **Drupal and Wordpress CMS**

## EMPLOYEE

**Sony BMG** April 2006 – January 2008 - New York  
Digital Content Manager and Online Marketing Coordinator  
Launched and maintained sonybmgmasterworks.com, legacyrecordings.com and related sites, news, photo galleries, and A/V sections; Managed site rebuilds and site drafting for artists and musical brands; Devised site requirement documentation, provided quality assurance testing; Developed editorial and marketing copy for weekly e-mail campaigns and websites; Managed production of promotional banners, artist websites, and portal designs; Provided weekly web traffic reports, fan database, and department reports - **Dreamweaver CMS**

**Studio Distribution** January - April 2006 - New York  
Music Marketing Manager  
Assisted with Project Managers and Director of Marketing for leading Hip Hop/Techno/Soul music distributor; Tasks included connecting with retailers, finding new marketing niches, and promoting new artists within various labels

**HSI Productions** August - November 2003 - Culver City  
Music Video and Commercial Production Assistant  
Studied the work environment of a prominent music video and commercial production company along side such directors as Benny Boom, Paul Hunter, Little X, Jonas Arklund, David LaChapelle and; Assisted in artist relations during pre- and post-production along with production coordinators and talent agents

**Radio One Detroit** June 2001 - June 2003 - Detroit  
Promotions Assistant and Public Relations Coordinator Intern  
Gained exposure to the Urban radio industry in the promotions, advertising detail, and radio networking departments; Composed pitches, radio spots, worked with street teams, directed Summer Concert series, marketing copy for radio and online usage

# MARY TERESSA PRYOR

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Website - marypryor.com  
Portfolio - wefancy.carbonmade.com  
Facebook - facebook.com/MaryPryor  
LinkedIn - linkedin.com/MaryPryor

## Qualifications

Event Development and Production  
Creative Pitch and Proposal Writer  
Project and Client Manager  
Sponsorship Retention and Creating Integrated Marketing Partnerships  
Extensive contacts within Social Media, Tastemaker, Affiliate Marketing Partners, Major and Indie Portals  
Content Management and Editorial Scheduling  
Social Media Marketing and Grassroots Online Marketing  
Staff and Vendor Management Experience  
Design and Site Requirement Development

## Online Media Specialist

With years of online and lifestyle marketing & advertising experience I have the ability to know what will build profit and brand recognition. I have experience in managing company and clients needs for successful campaigns incorporating performance, technological and artistic assets.

## Interests

Performance Arts  
Music  
Popular Culture  
Writing  
Social Media/Web 3.0  
Brand Development

## Office and Web Applications

Photoshop	HTML	Outlook
Illustrator	CSS	Entourage
InDesign	PHP	Lexis Nexis
Dreamweaver	XML	Lyris
MS Word	Coldfusion	CheetahMail
MS Excel	Corel	CISIONS (Bacons)
MS Powerpoint	Blogger	Email Campaign Management
FileMaker	Wordpress	Blog & Content Writing
SEO / SEM	Joomla	Google Analytics
FTP/Site Development	Drupal	
Basecamp	Moveable Type	
MS Project	Convio	
Omniture	Fatwire	
	Salesforce / CRM	

**Education** University of Michigan - Ann Arbor  
2000-2004

## References

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