Mark Zabala

Director of Development Projects

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Objective

To leverage my 9 years of management experience at a major record label, 18 years in web production, and deep knowledge of virtual reality and blockchain into a career utilizing disruptive technologies.

Work History

Director of Development Projects   Fall 2008 - Present

Warner Bros. Records

- Project manages designers and developers to create online digital products.
- Communicates with artists, managers and marketers to realize creative goals.
- Manages production timelines and budgets to keep projects on target.
- Designs user interfaces for web and mobile for maximum usability.
- Pitches creative ideas using latest technological developments to marketing teams.
- Develops and maintains technology infrastructure.
- Provides support, training and documentation to WBR divisions on web technologies.

Senior Developer   Fall 2007 - Fall 2008

TLR New Media

- Built performance-tuned, multi-user sites with fast load times, dynamic and intuitive interfaces, and optimal searchability.
- Ensured websites launched bug-free across multiple platforms.
- Streamlined production workflow for rapid deployment by target launch dates.

Founder and CEO   Spring 2006 - Fall 2007

AYM Network

- Managed marketing and web development company using freelancers.
- Created project proposals, estimates, and took ideas from start to finish.
- Increased sales and online visibility for clients through market research.

Junior Designer and Web Developer   Summer 2005 - Summer 2006

Bent Concepts

- Created database-driven, search engine optimized, standards compliant sites based on the Drupal CMS integrated with other open source applications.
- Implemented latest Internet trends and technologies such as tagging, syndication, mobile applications, social networking, microformats and more.

Writer, Design Editor, Web Master and Managing Editor   Winter 1999 - Spring 2001

El Vaquero Newspaper

- Perfected journalistic writing skills in both news and entertainment areas with careful attention to accuracy, clarity, grammar and Associated Press style.
- Held training sessions for online publishing and Quark Xpress layout software.
- Strengthened brand identity and boosted advertising revenue with a redesigned newspaper format, press kits, stationary and a dynamically-driven web site.

Education

University of California, San Diego   2001 - 2004
B.A. Interdisciplinary Computing and the Arts

Glendale Community College   1998 - 2001
Scholar's program - Dean's List with Honors

Skills & Qualifications

- Expert level graphic designer and web developer.
- Intermediate level video editing and motion graphics.
- Deep knowledge of VR challenges and best practices.
- Passionate about technology, music, film, and VR in particular.
- Excellent communication and organizational skills.
- Ability to multi-task and deliver against strict deadlines.
- Familiarity with 360 video production.
- Self-motivated to learn new things.
- Well connected within music industry.
- Proficient in Microsoft Office, Adobe Creative Cloud, Git, Jira, FTP, Cpanel, WHM, LAMP Stack, Domain Registrars, Omniture, Google Analytics, Google Docs, Asana, Slack, A/B Testing

DJ / Event Producer

- Performed at, marketed and organized events since 1999.
- Built and maintained mailing lists and social networks.
- Proficient in music production and sound design.
- Elaborate stage production skills.
- Managed performers, attendees and stage crews.