DAVID E. LEVINE

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VICE PRESIDENT / DIRECTOR OF DESIGN & DEVELOPMENT
Web • Multimedia • Print

Results-driven, progressive hands-on senior level executive leveraging proven strengths in the development, launch, and management of all aspects of the visual arts. Forward thinking expert in computers and the digital realm. Entrepreneurial strategist with demonstrated success with comprehensive cross-functional leadership skills. Innovative organizer, producer, promoter with track record of strategic capability to interface at all levels. Polished, persuasive communicator and negotiator; forms productive working relationships with individuals from diverse backgrounds and at all organizational levels. Drives business to success with creative, efficient and cost effective production techniques that increases bottom line. Process improvement strategic visionary to attain leading-edge production goals.

CORE COMPETENCIES

• Web/DVD Video	• Product Planning & Development	• Internet/Web Development
• Strategic Marketing	• Competitive Intelligence	• Staff Leadership & Development
• Product Education	• Flash/Multimedia for Web & CD-ROM	• Design / Configuration Expertise
• Project Management	• Innovative System Design	• Client Relations

PROFESSIONAL EXPERIENCE

AETNA INC. – BLUE BELL, PA   **2001 – 2006**
Director of Streaming Media

Guided and managed all operations including production and distribution of instructional corporate and commercial videos for Aetna's websites. Directed by analyzing and applying hands-on involvement all aspects of production and post-production work, including lighting, photography, audio, editing, titles, graphic treatments and special effects, encoding for output (Flash and other streaming formats, CD-ROM and DVD) and final product production (web page, CD-ROM and DVD disks and tape). Team leader who worked productively with client and/or sponsor and creative teams (design and editorial). Produced highest quality end product with maximum efficiency and minimal cost. Initially designed, built and procured equipment for the department.

Key Achievements:
- ¬ Played a key role in guiding and managing all aspects of high-end quality product.
- ¬ Guided all aspects from production to distribution of instructional videos for Aetna's websites.
- ¬ Hands on experience of all aspects of production and post-production work.
- ¬ Team leader with strong communicative skills successfully working with clients / sponsors and creative teams.

InteliHealth, A Division of Aetna   **1997-2001**
Website Production Manager

Developed, planned and created all aspects of three consumer health websites, including online store. Coordinated work schedules and job assignments of HTML coders and programmers to training editorial staff in database driven content management systems. Developed and strategically hired, trained, and reviewed employees performance. Provided oversight for hands-on production, technical innovations, and QA. Created, established and launched the internal Flash Production team and initiated XML processes.

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Key Achievements:
- ¬ Developed, planned and created all aspects of three consumer health websites.
- ¬ Directed and coordinated work schedules and job assignments.
- ¬ Trained editorial staff in database driven content management systems.
- ¬ Established and launched internal Flash Production team.
- ¬ Initiated XML processes.

Ataraxia Studio – Bensalem, Pa. **1988-1997**
Vice President / Director of R&D

Process Improvement Strategist who initiated process design and production for permanent pigment photographic prints. Designed and supervised construction, including research for all the unique equipment necessary for State-of-the-Art facility. Designed new equipment as much of the existing equipment was not commercially available. Conducted scientific experiments, hired support research personnel and improved processes by perfecting equipment and techniques to meet production level goals. Researched and installed a multi-user UNIX computer system and performed System Administrator functions. Developed a photographic retouching system that integrated a Crosfield High-End Drum Scanner with Macintosh Computer.

Key Achievements:
- ¬ Process Improvement Strategist.
- ¬ Initiated process design and production.
- ¬ Designed and supervised construction of State-of-the-Art facility.
- ¬ Hired and trained research personnel.
- ¬ Improved processes by perfecting equipment and techniques to meet production level goals.
- ¬ Developed photographic retouching systems.

Berry & Homer, Inc. – Philadelphia, Pa. **1985-1988**
Assistant Production Manager

Oversaw and managed production and completion of over 100 photo-lab projects per day. Designed and supervised the construction of new, State-of-the-Art, 43,000 sq. ft. facility including five mural rooms, film processing, print finishing and shipping departments. Installed and maintained a process control computer system to maintain quality control of film processing.

Key Achievements:
- ¬ Spearheaded the utilization of production and completion of over 100 photo-lab projects per day.
- ¬ Designed and supervised construction of State-of-the-Art facility.
- ¬ Installed and maintained process control computer systems.

Early Experience:

Photographer's Digital Workshop — *Lecturer/Presenter, Stowe, Vermont, 1997.* Created and presented a two hour lecture on the application of digital image manipulation and output technologies, to the Vermont Professional Photographers (sponsored by Kodak).

TreeO.com — *Entrepreneur/Operator, Philadelphia, PA. 1995-Present.* Treeo.com is an internet consulting business with a focus on website development, web hosting and domain registration. We setup and maintain a dedicated server connected to the internet 24/7. We provide design, coding, upload new websites and updates for our clients. Sales and marketing, research and development are an ongoing part of our business.

TreeO.com Website portfolio (all designed and built by me - all will provide references)

- HawkEye USA - Steve Aleardi, CEO 610-429-3970
- TreeO Gallery - (eCommerce) - My own photography gallery
- James Evangelista Photography - James Evangelista 610-998-9505
- Brian's Tile - Brian Szmurski 610-497-3347
- Studio of Ben Solowey - David Leopold 215-795-0228

RELATED SKILLS

COMPUTER SOFTWARE

- Design tools:
  Photoshop, Flash, Illustrator, Fireworks, Imageready
- web development:
  Dreamweaver, GoLive, BBedit
- Video applications:
  Final Cut Pro, Shake, After Effects, LiveType, Motion, DVD Studio Pro, Soundtrack Pro
- Database:
  MySQL, Filemaker Pro, DBase III Plus
- spreadsheet:
  Excel, Lotus 123, VisiCalc
- Desktop publishing:
  Quark Xpress, InDesign
- Operating systems:
  UNIX, Linux, Windows, DOS, Mac OS
- Programming knowledge:
  HTML/XML, UNIX Shell, CGI (install & modify PERL, PHP and Javascript)
- Linux server applications:
  Apache, SMTP, DNS, FTP, SSH, LMS, MySQL

VIDEO PRODUCTION

- Camera operator
- Editing
- Lighting
- Sound design & audio recording/mixing
- Titles & special effects
- Encoding for web streaming
- DVD design & mastering

PHOTOGRAPHY

- Still cameras - film & digital (SLR, medium and large format)
- Lighting (electronic flash and incandescent)
- Darkroom (color & black & white, both film & print, murals & large display prints)
- Scanner (flatbed & film)
- Computer image enhancement & special effects
- Print finishing (mounting, spraying and framing)
- Computer hardware:
- Macintosh & PC maintenance & installation (hard drives, RAM, PCI cards)
- Routers, modems, input/output interfaces
- Network setup & administration

GRAPHIC ARTS

- Offset print production management
- Cameraman (line, halftone and color separation)
- Drum Scanner (Crosfield)
- Desktop publishing
- Linotronic output

REFERENCES AVAILABLE ON REQUEST