

# Jim Goldblum

## Experience

### Droga5 - Producer (Contract)

April 2010 to June 2010, New York, NY

- Interactive and Broadcast producer on a start-up video game company account.

### Resn - Strategist + Producer

September 2009 to March 2010, Wellington, New Zealand

- Lead Strategist + Producer on Toyota's [Sponsafier.com](http://Sponsafier.com) and Intel rich media campaign
- Product Developer on new Project Management tool, CPMT.
- **Recognition for Resn:** Pixel Awards "Agency of the Year - 2009," FWA A-List

### Whitney Museum of American Art - Content Strategist + Producer

June 2009 to September 2009, New York, NY

- Content Strategist + Lead Producer on the redesign of [Whitney.org](http://Whitney.org)
  - Created museum-wide content strategy and directed content entry into CMS
  - Conducted User Testing for web usability + design with Whitney members
  - Worked with senior staff to conceive content distribution + marketing strategy
  - Managed interactive vendor through final stages of website development

### Big Spaceship - Associate Producer + Writer

October 2008 to March 2009, Brooklyn, NY

- Producer + Writer on ARG (<http://archive.bigspaceship.com/ihc/>) for the movie, *2012*
  - Collaborated with a Hollywood screenwriter, and researched and wrote half of the site's narrative copy
  - Directed and filmed videos of "cultural anthropologist" character
- Co-produced redesign of [BigSpaceship.com](http://BigSpaceship.com)

### Bluecadet - Strategist, Producer + Writer

June 2007 to August 2008, Philadelphia, PA

- Concepted and wrote company messaging, drafted briefs + proposals, and edited client copy.
- Interfaced with clients, led Discovery process, and set budgets and schedules.
- For our in-field reporting projects in Jamaica and Haiti, coordinated interviews, hired fixers, and researched and wrote preparatory travel documents.

### Yearbook 2006 - Producer, Writer + Videographer

March 2006 to August 2006, New Orleans, LA

- Yearbook 2006 (<http://yo6.bluecadet.com/>) was an interactive documentary I produced with Bluecadet and two photojournalist friends
  - Produced photography shoots and interviews in post-Katrina New Orleans
  - Researched, wrote, and edited all the website's copy, including the mission statement, student bios, New Orleans timeline, neighborhood information, and photo and video captions
  - Filmed the majority of interviews and managed the video post-production
- **Recognition:** CNN coverage - <http://www.youtube.com/watch?v=TspbCPPkOj4>

## Education

### University of Pennsylvania - Bachelor of Arts in English (2007)

- **Awards / Recognition:** *cum laude*; Major GPA: 3.79/4.00; Deans List; *34th St Magazine* film critic; Lillian & Benjamin Levy Award, 1st Place – awarded for best review by an undergraduate of a current play, film, or book

jimgoldblum@gmail.com  
[215] 880.3199

### Knowledge Base

Interactive Narratives  
Digital Anthropology  
Brand Psychology  
Transmedia  
Social Media  
Digital Video

### Tools

Keynote  
Omnigraffle  
Google Analytics  
Final Cut Pro  
HTML/CSS  
Photoshop

### Clients

The Pulitzer Center  
Whitney Museum  
Sony Pictures  
Toyota (SSLA)  
Intel (VBP)  
Puma Africa (Droga5)  
National Geographic  
ICA - Boston

### Executions

Interactive Websites  
Film Production  
Content Management Systems  
Alternate Reality Games  
Exhibition Installations  
Identity Design  
Flash Games  
Banner Ads

### 2009 - 10 Awards

Emmy Awards:  
Winner, *New Approaches to Documentary*  
  
The Webby Awards:  
People's Voice Award, *Art*  
Finalist, *Best Use of Photography*

FWA  
*Site of the Day*

SXSW Interactive:  
Winner, *Best Music Website*

CommArts Magazine:  
*Interactive Annual (on cover)*  
*WebPick, 3x*

HOW Magazine:  
*Interactive Annual*