

Michael R. Halbrook

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QUALIFICATIONS & EXPERTISE

- People:** Project management, team leadership, classroom instruction and development/coordination of small-group learning and team growth experiences. Usability and user interface consulting.
- Computers:** Web dev with HTML, CFM, PHP, ASP, JavaScript, MySQL and SQL; All Macromedia products, all Adobe products, all Microsoft products; Linux and Windows server management
- Business:** Budget development and management, project management, sales of intangible media and products, process/operations management, start-up management, and some business accounting.

WORK EXPERIENCE

- June 2004
to present
RODGERS TOWNSEND *St. Louis, MO*
Senior Project Manager, Online
Assist in developing online advertising strategy for clients and manage online projects from concept through completion. Develop and manage creative briefs, points of view, strategy documents, budgets and timelines, manage internal and external (vendor) resources, and manage clients' online assets.
- June 2001
to June 2004
AVATAR STUDIOS *St. Louis, MO*
Senior Project Manager, Interactive Media
Manage projects from inception through delivery, ensuring successful completion according to the project proposal. Act as primary client contact for implementation and resource issues. Coordinate discipline leads, develop and manage budgets and schedules, resource tracking, and asset management. In addition, assume responsibility for team productivity and morale in high-pressure and time-sensitive situations.
- June 2000
to December 2000
WORLDMEMBER, INC. *St. Louis, MO*
Director, Entertainment Content
Directed development of online content library and distribution infrastructure for developing national kiosk network. Developed and nurtured relationships within entertainment industries, led market research into users' needs and wishes in online entertainment, and developed business models surrounding the entertainment portion of the developing network.
- March 1998
to March 2000
SINCLAIR RADIO ST. LOUIS *St. Louis, MO*
Director, Online Media (KPNT-FM, WVRV-FM, KXOK-FM)
Managed websites of three major market radio properties, including site design and content, business development, and marketing and promotions. Developed sites and business models through online radio's infancy and built web teams from scratch. Participated in music programming of KPNT-FM (Alternative) and worked as on-air talent (DJ) and assisted in coordinating sales- and street-promotions.
- Summer 1991
to Summer 2000
TRAILS WEST COUNCIL, BOY SCOUTS OF AMERICA *Wood River, IL*
Seasonal Camp Program Staff & Office Staff
Developed new summer camp programs and managed existing summer camp programs, catering program development to the needs of 12-18-year-old participants. Assisted in marketing and promotional efforts. Developed three camp programs: Ecology (redevelop), First Year Camper (develop), and Tech Arts (develop).

LECTURES & PRESENTATIONS

"Copyright Law & the Creative Industries"

University of Mississippi (Ole Miss) law school
Third year Copyright Law classes (Professor Gary Myers) – November 5, 2002

AWARDS AND ACHIEVEMENTS

Vigil Honor, Order of the Arrow, BSA, *September 1994*
Eagle Scout, Boy Scouts of America, *November 1991*