


Brian Heinrich

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Experience

MAY 2016 – JAN 2018

Manager, Advertising Operations | Bankrate, Palm Beach Gardens, FL

Versatile expert in all things involving digital advertising management. Manage day to day workflow between ad ops, dev ops, sales, and upper management. Provide expertise, guidance, and support during feature planning and implementation sprints. Involved in all aspects of digital ad campaigns including trafficking, optimizations, debugging ad code, reporting, and analytics.

MAY 2011 – MAY 2016

Technical Ad Ops Specialist | Bankrate, Palm Beach Gardens, FL

Multifunctional and versatile problem solver. Hand-code hotfixes to problem content and troubleshoot as necessary. All duties and responsibilities relating to digital advertising management. Develop multimedia content as needed. Also served as Multimedia / Web Designer (Temp) from MAY 2011 – AUG 2011, developing web content / design mostly for Web and occasionally Print use.

OCT 2008 – MAR 2011

Senior Multimedia Designer / 3D Artist | M3, Pembroke Pines, FL

Swiss Army Knife of sorts; Develop detailed 3D content and VFX for use on the Web, Print, and Video utilizing the latest design and 3D software; Develop multimedia and hand-code multifunctional web based content as needed.

APR 2008 – OCT 2008

Multimedia Designer / Developer | WP Associates, Palm Beach Gardens, FL

Develop Multimedia Content for use on the Web utilizing a multitude of design software (Photoshop, Illustrator, Flash, After Effects). Hand Code multifunctional multimedia content for web-based media, browser based games and other interactive media. Develop high-impact marketing material for Print, Web, and Broadcast campaigns.

DEC 2002 – APR 2008

Instructor Multimedia / Web / IT | Florida Career College, W Palm Beach, FL

Provide training and course material for a multitude of different subjects within Multimedia, Web, and IT fields. Develop course curriculum content and training courseware, including learning objectives, handouts, training aids, and other interactive media to facilitate adult learning and different learning methodologies. Consistently identify and develop measurement tools including tests, quizzes, hands-on activities, and demonstrations to verify and track progress.

Skills

Adobe Creative Suite, Office Suite, XHTML, CSS, Javascript, Technical problem solving, Instructional Design, IAB Compliance

Education

JUN 2001 – BACHELOR OF SCIENCE

Multimedia Arts and Animation | Art Institute, Ft. Lauderdale, FL

Cumulative Average GPA 3.5