

VIRGINIA CARTER INGRAM

EXPERIENCE

2002-Present **FREELANCER**

Contract Work

Durham, NC

Client: **GLOBALWORKS GROUP, LLC**

- Compiled research on Business Award shows to make the Ernst & Young Entrepreneur of the Year Awards more competitive.
- Prepared research document focusing on the college recruitment efforts of the Big 4 Accounting Agencies as well as other premier college recruitment campaigns.
- Continued ongoing research of the online presence of the Big 4 Accounting Agencies for Ernst & Young.
- Wrote Quality Assurance test plan for Ernst & Young's Moneyopolis.com relaunch.
- Prepared research and served as local expert for Wachovia pitch for Hispanic Market initiatives.
- Prepared research document on the Hispanic Market for Verizon Wireless.
- Created statistical leave behind for a pitch to BMW for Multicultural efforts.
- Researched the aftermarket potential for Honda for the Civic Nation project.
- Provided vacation coverage, prepared awards submissions, and facilitated training in NYC for GlobalWorks employees.

2001-2002 **INTERACTIVE PRODUCER / ACCOUNT EXECUTIVE**

GlobalWorks, LLC: Advertising agency fusing branding & technology to provide global solutions.

NYC, NY

Client: **ERNST & YOUNG**

- Served as primary Client contact for all Ernst & Young material and technology developed in house.
- Spearheaded all online advertising campaigns including the E&Y Brand, Smarter Solutions, and Recruitment Campaigns.
- Responsible for the award winning Online Recruitment Campaign (ACE Award from the NY Chapter of IABC).
- Instrumental in development of Media plan and buy for Monster, Yahoo, NYTimes.com, WSJ.com, CFO.com, and Forbes.com.
- Managed the upgrade of content, design, and functionality to Moneyopolis.com, a Financial Literacy Site for Middle School Students.
- Worked with the Agency D'Arcy, Masius, Benton & Bowles to uphold the integrity of the E&Y brand and ensure consistent messaging offline and online.
- Wrote creative briefs and recommendations for Creative Group and Client.
- Maintained budgets, status reports, and production schedules for all E&Y work.
- Deployed ads with third party vendor, Starcom Ip.
- Prepared site audits of competitor websites to recommend enhancements to marketing plan and website.

Client: **HUGHES**

- Served as primary Client contact for all web related projects for HUGHES and Hughes Networking Solutions, including DIRECWAY, DIRECWAY Wireless, SPACEWAY, HNS Marketing Extranet, HNS Marketing Intranet and the Hughes Broadband Alliance.
- Managed the creation of flash presentations for SPACEWAY and MEVS (Managed Enterprise Video Services).
- Supervised the implementation and training of a proprietary Content Management System for HNS.com.
- Honored and maintained the branding standards for all HUGHES products on public facing website and all marketing materials on the Value Added Reseller Extranet.
- Managed the integrity of hughes.com and hns.com through daily website maintenance and manage a sitewide design upgrade.
- Collaborated with the Technology Department on the best dispersement of all technology requests.

Client: **JOHNSON & JOHNSON**

- Managed and tested the addition of video on johnsonsbaby.com.
- Deployed JohnsonsBaby Newsletter to 80,000 subscribers.

Client: **JP MORGAN CHASE / BANCO CHASE**

- Managed the adaptation and uploading of content on Banco Chase.

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1999-2001

PRODUCER

Visual Radio, LLC: Developer of Broadband Entertainment Companies

NYC, NY

- Acted as a principle liaison between upper management, Design, Audio, and Technology Departments.
- Prepared testing plans, budgets, and schedules for all projects including an online retail site and a multimedia broadband distribution and delivery system.
- Identified potential optimization points for software applications.
- Produced on-site and off-site event planning, Internet broadcasts, and website development for the CFDA's American Fashion Awards and the 7th on 6th fashion show.
- Researched and created programming for seven channels on a broadband streaming radio station.
- Designed layout and defined functionality for all reporting and advertising systems for projects.
- Managed the acquisition and creation of copy, audio, and design content for clients such as the World Wrestling Federation, Style365.com, and magician, David Blaine.

1998-1999

EXECUTIVE COORDINATOR

Prism Communication Services, Inc: A DSL Provider

NYC, NY

- Supported Chief of Staff and VP of Operations with all meeting arrangements.
- Acted as primary support staff for Executive Director, President, and VP of Network Communications.
- Responsible for writing and implementing policies and procedures for all Executive and Administrative Assistants.
- Created and distributed minutes for weekly Executive Operational Staff meetings.

1996-1998

GENERAL MANAGER/PROGRAMMING DIRECTOR

WUAG: The Radio Station for the University of North Carolina at Greensboro

Greensboro, NC

- Served as Chairperson on the Student Executive Board and supervised the station operation on a day-to-day basis.
- Acted as the primary representative between student operated radio station and school administration.
- Interviewed, hired and terminated Executive Board Members.
- Programmed various formats, scheduled, hired, trained, and maintained over 70 DJs.
- Managed staff to ensure all legal FCC paperwork and regulations were honored.

COMPUTER SKILLS

- Excellent understanding of the capabilities of Flash, Html, XML, and ASP.
- Production knowledge of Adobe Photoshop and Image Ready.
- Proficient in Visio, Microsoft Project, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Outlook, Eudora, EdGil, Test Track Pro, AdRelevance, and Liquid Objects, a proprietary Content Management System.

EDUCATION

1994-1998

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

Bachelor of Arts

First Major: English

Concentration: Southern Contemporary Fiction

Second Major: Media Studies

Concentration: Radio Programming

AWARDS

ACE Award of Excellence

- Ernst & Young's 2002 Campus Recruitment campaign won an ACE Award of Excellence from the New York Chapter of the International Association of Business Communicators. This award for excellence in design is the highest award in the advertising category. The IABC is the only global organization for communications professionals. As noted by the NY/IABC Co-Presidents, the 2002 entries were among the highest quality ever. Award winners were cited for developing strategies with great care and sensitivity, using budgets wisely and to best effect, and producing clearly measurable results.

Insight Awards, Best Email Marketing

- Received 2nd Place in the Insight Awards for the Johnsonsbaby email newsletter. The 4th Annual Insight Awards were sponsored by DoubleClick. Winners were announced in NYC on March 5, 2003.

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AFFILIATIONS

<i>TIMA: Triangle Internet Marketers Association (www.tima-nc.org)</i>	<i>Raleigh, NC</i>
Member since 2002, attend networking events and seminars.	
<i>Triangle InterNetWorkers (www.ibiblio.org/internetworkers)</i>	<i>Raleigh, NC</i>
Member since 2002, informal group that has a valuable discussion list and somewhat regular gatherings.	
<i>Triangle AMA: Triangle Chapter of the American Marketing Association (www.triangleama.org)</i>	<i>Raleigh, NC</i>
Member since 2003, attend networking events and seminars.	
<i>Triangle Web Technology Women (TW)^2 (groups.yahoo.com/group/tw2)</i>	<i>Cary, NC</i>
Member since 2003, informal group that has a valuable discussion list.	
<i>Webgrrls: Charlotte Chapter of National Organization (www.webgrrls.com/charlotte_nc)</i>	<i>Charlotte, NC</i>
Member since 2002, attend networking events and seminars.	

VOLUNTEER WORK

2002-2003	<i>WXDU: The Radio Station for Duke University (www.wxdu.org)</i>	<i>Durham, NC</i>
	Host weekly radio show, Thursdays 5-7am, beginning management of website upgrade.	
2002	<i>By Designers For Designers (www.bd4d.com)</i>	<i>NYC, NY</i>
	Managed attendee admission and sign in at the first NYC Interactive Designers Event for London Based BD4D.	
2001	<i>Leary Firefighters Foundation (www.learyfirefightersfoundation.org)</i>	<i>NYC, NY</i>
	Managed attendee admission at Denis Leary's Charity party for the Fire Fighters of NYC.	
2001	<i>Red Cross (www.redcross.org)</i>	<i>Brooklyn, NY</i>
	Helped with deployment of volunteer resources and performed data entry during the events of 9/11.	
2001	<i>'Sup Magazine (www.supmag.com)</i>	<i>Brooklyn, NY</i>
	Interview contributor to an independent print publication focusing on music, art and film.	
2001	<i>Kids for Kids: Pediatric AIDS Foundation (www.pedaids.org)</i>	<i>NYC, NY</i>
	Helped to coordinate events and activities on the day of the carnival.	
2000	<i>NY Cares Coat Drive: Visual Radio (www.nycare.org)</i>	<i>NYC, NY</i>
	Organized company's participation in a coat drive that provides for New York's needy.	
1995-1996	<i>The Coraddi: UNCG's Magazine of the Arts (www.thecoraddi.com)</i>	<i>Greensboro, NC</i>
	Managed production and chose artwork and literature for UNCG's magazine of the arts.	
1994	<i>Feilitzsch Home: Mental Hospital in Northern Bavaria (www.feilitzsch.de)</i>	<i>Feilitzsch, Germany</i>
	Supervised and cared for residents as a nurse's assistant for 30 mental patients.	

INTERESTS

Reading, writing, traveling, learning, swimming, experiencing other cultures, attending movies, listening to music, going to concerts, experiencing new things.

REFERENCES

Available upon request.