

LARRY HALSTEAD

Digital Production & Strategy

Proficiencies:

Experience

Gulfstream Communications

Digital Strategy Manager, 2016 - Present

Conceptualize, manage sales, produce and track all advertising efforts on all digital platforms across 14 brands, including *Charleston*, *WNC* & *Grand Strand* magazines.

- Increased digital ad revenue by 854%
- 2018 Eddie and Ozzie Award for *Best Social Media & Online Community* (*Charleston* magazine)

Production Manager, 2015 - 2016

Managed print and advertising deadlines for *WNC* magazine through open communication with clients, creative and sales departments to ensure all aspects of the production cycle were correctly synthesized and executed.

- Maintained advertising efforts for 100+ clients, valued at \$850K+
- Coordinated print & distribution logistics for 10,000+ copies per issue

Developer & Content Producer, 2014 - 2015

Worked with both *Ashvegas.com* & *AshevilleGrit.com*, wearing many hats in the early stages of their partnership, from development and maintenance to production and analytics, in addition to contributing regularly to *Ashvegas*.

- Published 100+ pieces of original content, including video, podcasts & editorial
- Grew site traffic to a record 120K pageviews per month

1 Synapse Corporation

Developer & Systems Analyst, 2013 - 2014

Managed, developed and produced web projects in Wordpress & Drupal for a variety of clients, in addition to providing Helpdesk IT support.

- Project Lead on web development
- Provided dedicated IT Support to a 2,000+ user-base

Freelancer

Web Development, 2011 - 2013

Provided development, content creation, maintenance and other web-specific services including graphic design, editorial, data entry, SEO, e-commerce dev, software & hardware support.

- Development of client outreach and relations
- Development of project and time management

Asheville.com

Web Content Manager, 2009 - 2011

Coordinated, produced and executed all daily website content updates as well as provided ongoing maintenance and development.

- Published 2,500+ news and events posts
- Hand-coded HTML and CSS

Education

UNC Asheville - Bachelor's of Multimedia Arts and Science, Minor in Mass Comm
Internships - U.R.T.V. Asheville, *WNC* magazine

professional:

- Production
- Marketing
- Advertising
- Sales
- Strategy
- Analytics
- Social Media
- Video Production
- Web Dev
- Graphic Design
- Podcast

technical:

- Adobe CC Suite
- Google for Business
- Google Analytics
- Google Tag Manager
- OpenX
- iOS
- Windows
- Android
- Wishpond
- Wordpress
- Drupal
- MS Office

personal:

- Project Management
- Organization
- Comprehensive Planning
- Time Management
- Team and Client Relations
- Diplomacy

Contact:

e: lthalstead@gmail.com
w: larryhalstead.com
p: 828.779.9979