

Robert Blatt

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Content Development • Community Organizing • Project Management

- Team Member of Emmy and Academy Award winning productions.
 - Five years of experience in new media management
 - Senior producer of digital media content for cross platform distribution including podcasts, blogs and video.
 - Strong interpersonal skills
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EXPERIENCE

THE NEW YORK SUN, New York, NY • *New Media Producer* 2007 –2008

Daily published five days a week from 2002 until 2008, with a circulation of 150,000 readers. Served as in-house technical lead for new media.

- **Content Management:** Oversaw development of *Media* section on NYSun.com, including production of all audio and video content for release on site. Doubled unique visitors to site over one year period from September 2007 to 2008 through CMS system migration. Increased page views by 250% to five million through website redesign.
- **Production:** Streamlined workflows for content creation and troubleshooting. Projects included designing recording equipment and podcast studio, managing project from design and contractor selection to supervising construction.
- **Thought Leadership:** Established nationwide podcast network, selecting and training digital content providers. Created new media advertising guidelines adapted by *The New York Sun*, and served as educated executives on emerging technologies, including stint as information architect on project for future and archived content.

BLATTCAVE PRODUCTIONS, New York, NY • *Sole Proprietor* 2004 – present

Digital media company providing production and freelance posts for clients including Time, Inc., ABC News, Edge Studio, Brian Keane Music, and Fairfield Theatre Company.

Representative Production Engagements:

TIME, INC., New York, NY

Directed recording of interview between Managing Editor of Time, Inc. and former Vice President Al Gore for podcast segment “Will Al Gore Run in 2008?”

Recorded roundtable discussion featuring Vera Wang for wedding fashion podcast segment in May of 2007.

ABC NEWS RADIO, New York, NY

Interviewed president of Radical Publishing during New York City ComicCon in March of 2009 for radio segment.

INDEPENDENT MUSIC AWARDS, Clifton, NJ

Video editor for web short “Why the IMAs?” published on the web August, 2009.

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INSIDE PULSE, New York, NY

2004-present

Serve as Editor and Graphic Designer for www.insidepulse.com blog network with thirteen web properties, 1.2 million page views and 500,000 unique visitors monthly. One of 30 website founding contributors.

Editorial: First editor to develop podcast programming, prompting contributions from other content developers. Serve as weekly columnist for Radio Exile and Pulse Wrestling features on site.

Graphic Design: Collaborated with editorial staff to design and create promotional graphics, branded logos. Created graphics for RealityDish.com campaigns, a cross-promotional campaign with TVGuide.com

FAIRFIELD THEATER COMPANY, Fairfield, CT

2006-2007

Non-profit professional theatre, serving over 45,000 patrons in 2008. Sole purchase manager and designer of stage equipment; selected equipment needed to enhance system transparency in 200-seat thrust theatre.

Technical Director, Stage Manager, Audio Engineer, Lighting Designer

Ensured smooth performances of over 100 artists including: Orleans, Ritchie Havens, Leslie Gore, Josh Kelley, The Dirty Dozen Brass Band, while staying within overall budget of \$20,000

Directed staff of 10 people on day of performances. Served as liaison among touring performers, tour managers, and FTC. Procured equipment necessary to fulfill contractual obligations. Managed archives of performances.

EDGE STUDIO, New York, NY

2005-2007

One of the foremost voice over facilities in the country, offering demo production, casting, commercials, training videos, and marketing resources.

Audio Engineer

Audio editor and audio engineer of audio books, commercials, custom programming, industrials and children's programming. Soundscape and audio post creation. Selected equipment to outfit Manhattan studio.

Managed productions for web distribution and audio books

Maintained relationships with Disney, Smithsonian, Nickelodeon, Royal Caribbean Cruise lines, Hyundai, People PC

Upgraded Connecticut studio equipment to mirror Manhattan production facility

BRIAN KEANE MUSIC, Monroe, CT

2004-2007

Award-winning composition and projection facility with clients ranging from New Line Cinema to Atlantic Records.

Audio Engineer, Audio Editor

Audio editor and audio engineer of broadcast documentaries. Maintained archive of soundtracks and music. Services provided to clients include session setup and break down, pre-mixing of music cues for engineer, and serving as dialogue editor for broadcast documentaries. Also provided computer support and repair assistance on an as-needed basis.

Hired after successful three-month internship

13 Emmy nominations, three Emmy Awards, one Academy Award, one Peabody Award

Updated studio live computer facility to increase overall efficiency of recording production

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GARTNER INC., Stamford, CT

2004-2007

Information technology research and advisory company providing analysis for IT professionals, technology companies and the investment community. Over \$1 billion in annual revenue.

Audio Engineer, Audio Editor, Mastering Engineer

Mastering engineer for custom audio and video products. Audio engineer and audio editor for interviews on site. Produced and directed voiceovers. Audio production for custom video programs for Microsoft, Adobe, Sun and others.

Edited and recorded monthly program, "Talking Technology," with a circulation of 17,000 customers. Geared toward IT professionals, the program provided insight into a series of technology issues. Edited Gartner Voice podcasts.

EDUCATION

UNIVERSITY OF MASSACHUSETTS AT LOWELL, College of Music

Lowell, MA 2004

Bachelor of Music, emphasis in Sound Recording Technology