

# Rachel Devine

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## Professional Profile

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- Performance-driven, entrepreneurial professional with 15+ years of extensive experience, and a proven track record of success, in project management and designing/ implementing solutions in the new media space.
- Proven expertise managing enterprise scale projects, experienced with multitude of web development languages and methodologies.
- Enthusiastic leader who is collaborative, decisive, action oriented and forward thinking, capable of solving complex technical and organizational issues and possessing the ability to clearly communicate with both technical and business professionals.
- Highly organized self-starter with demonstrated ability to lead, build strong relationships, communicate solution strategy, and provide technical direction on complex and large scaled new media projects.
- Creative thinker and dynamic leader, who can inspire and motivate team members, successfully manage multiple priorities, and perform under pressure in a fast-paced, rapidly changing environment.
- Proactive achiever with track record of initiative, personal responsibility, ownership of work and reputation for removing obstacles and making things happen.

## Work Experience

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### **DIGITAL MEDIA CONSULTANT, VIOLENT KARMA**

**Los Angeles, CA**

**Jan. 2009 – Current**

- Define new project requirements, determine scope and budget requirements, create/review proposals and statements of work, implement and oversee strategy for development of digital media projects.
- Oversee technical aspects of business related projects, including technology selection, architecture and project development standards.
- Develop roadmaps and a plan for execution including budget, resources and timelines. Develop creative solutions for customers and present recommendations to clients for achieving products with excellent performance and scalability.
- Manage project and coordinate efforts across Creative, Technology, and Business Development teams.

### **PRODUCT MANAGER, PARTY EARTH LLC**

**Hollywood, CA**

**June 2010 – Feb. 2011**

- Defined the product vision, create the business use cases, and gather and prioritize product features, documenting detailed product requirements, coordinating with engineering teams to get the product delivered and managing the success of the product in production.
- Developed and maintained detailed scopes of work, wireframes, estimates, and schedules, while making sure the project follows the proper planning and execution as outlined in the project management methodology.
- Managed day-to-day production and coordinated efforts between the Creative, Engineering, QA and Business Development groups.
- Tracked digital industry trends and emerging technologies for use in creation of organizational roadmap.
- Owned all facets of the product and responsible for ensuring it supports the company's overall strategy.

### **EXECUTIVE DIRECTOR, NEW MEDIA, TMZ**

**Hollywood, CA**

**Feb. 2008 – Dec. 2008**

- Lead and managed all creative and project development for TMZ.com and TMZ Mobile.
- Defined new project requirements and scope from concept to creation, and served as primary liaison on all aspects of project development.
- Worked with Marketing & Sales teams within AOL, Warner Bros., and other Time Warner Divisions on strategy and execution of new and continuing projects and development deals.
- Oversaw the New Media team responsible for all areas of TMZ.com, TMZ Mobile, and TMZ content distribution.
- Maintained ongoing communication with outside vendors, clients, partners, mobile carriers and content providers involved with TMZ.com and TMZ Mobile.

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## EXECUTIVE DIRECTOR, NEW MEDIA, WARNER. BROS. TV

Burbank, CA

Aug. 2005 – Jan. 2008

- Accountable for managing the development and support of digital services for all units across Worldwide Marketing and lead a team of marketing and engineering professionals responsible for digital distribution of the WBTV content library, marketing materials and new project development.
- Managed new and emerging technology projects, such as WBTV's proprietary, internal video delivery system and digital content distribution (AVOD, SVOD, EST, etc.) and help to shape, guide, and develop products and services in the converging Internet-Video-Entertainment spaces.
- Oversaw the continued development and enhancement of our business-to-business portals to ensure they remain the industry leaders in online servicing and marketing support.
- Managed a team of technical and business professionals. Oversaw and evaluated team performance, provided ongoing team and individual feedback, and conducted written and verbal reviews with each staff member.

## SENIOR TECHNICAL LEAD, WARNER BROS. ONLINE

Glendale, CA

Aug. 1999 – July 2005

- Developed and oversaw high profile campaigns for multiple theatrical and television products, including the worldwide online presence of *Harry Potter* and other high profile brands.
- Worked closely with Design, Marketing and Technology teams in identifying client goals and managing client expectations to achieve a final product with a superior look and feel.
- Worked with variety of technologies, infrastructures, and development languages to create and maintain enterprise scale projects
- Oversaw team of technical professionals responsible for programming and development, project management, digitization and digital delivery of video, troubleshooting, quality assurance oversight and technical support.

## CONTENT PRODUCER, REAL ENTERTAINMENT

Los Angeles, CA

March 1997 – July 1999

- Contributed to the conception, creation and development of web sites and corporate branding, encompassing all facets of content, design, programming and audio/video.
- Developed and maintained product-gearred, e-commerce web sites as part of a New Media team.

## Professional Achievements

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- Developed and managed *Harry Potter's* worldwide digital branding and online presence (2001-2005).
- Built and maintained large scale, worldwide, business to business servicing portals (2004-2008).
- Created digital distribution and channels strategy for Warner Bros. Television materials (2006-2008).
- Conceived and oversaw Warner Bros.' studio-wide digital rights management system (2007-2008).
- Lead and managed all online and mobile initiatives for the TMZ's digital brand (2008).
- Lead design and development for Violent Karma Productions' digital products (2009-2011).
- Developed and managed website strategy and product development for Party Earth (2010-2011).

## Academic Achievements

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### Bachelor of Arts Degree

California State University, Long Beach, CA - 1990-1993

Major: Business Communications Minor: Marketing - GPA: 3.9

Mass. College of Art, Boston, MA