Richard Cornachione
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I earned my Bachelor's Degree at The Ohio State University, majoring in Communications in Technology and Visual Communication Design. I am currently employed as the Web Producer of WOIO WUAB TV in Cleveland, OH with over five years experience. Being the News/Sales Web Producer of WOIO WUAB TV, I have built a strong foundation upon all digital aspects within the station. These aspects are not strictly limited to my department but, encompass sales, news, graphics and marketing departments.

My undergraduate curriculum had a web design focus, and encompassed a wide range of skills ranging from the Adobe Creative Suite to web development using HTML/CSS and PHP. My "ePlanet" senior design project was selected for exhibition at Haskett Hall Gallery during spring 2007. I also redesigned multiple websites and developed an interactive airport kiosk to help people effectively locate and utilize all of the components of the Chicago O'Hare International Airport.

In my current position as Web Producer for two TV stations (WOIO CBS 19 and WUAB My 43) I am responsible for creation and maintenance of multiple websites. My job requires knowledge of numerous technologies, ranging between animating graphics in Flash/HTML5, web development in PHP and JavaScript, and writing news stories in AP format. I create webpages on our desktop site/mobile apps as well as email marketing.

My work responsibilities range across multiple operating systems, including Microsoft Windows, Mac OS X, and Red Hat Enterprise Linux. Being the sole Sales Web Producer, I am responsible for all aspects of the entire staff's digital advertising and social media and manage code for both our desktop site and mobile applications.

I execute and manage all ad trafficking of all advertisements for both websites and our mobile apps utilizing multiple platforms such as Google DFP/Adsense, Yume, and ADM Verve. I am fluent in the Worldnow Content Producer as well as other third party digital platforms including: Vibes, Cell Journalist, EvieSays, Shoutlet, Strongmail, and WSI. I report analytics for all digital aspects using but not limited to: Google Analytics, Flurry, Adobe Omniture, KickApps, WebTrends and Comscore.

My objective when it comes to design is to make an interface or experience that is intuitive to the user and communicates information to them in a straightforward manner that is also visually appealing. I've accumulated years of professional experience focused on user-facing design and development. I would like to extend my professional capabilities, including knowledge of more server-side development, and I believe the Database and Internet Technologies specialization of the MSIS program is a perfect fit. If you would like to speak with me to set up an interview, you may reach me by phone at (440) 796-2221 or via email at cornachione.5@gmail.com. Thank you for your time and consideration.

Sincerely,
Richard Cornachione