

# Brett Bausk

285 Brook Drive  
Boulder Creek, CA 95006

Phone: 408.499.7878  
Email: [brett@bausk.com](mailto:brett@bausk.com)  
Web: [www.bausk.com](http://www.bausk.com)

## Interactive Web Marketing Manager

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Creative web and multimedia production manager for Fortune 50 Company's R&D marketing and communications. Experienced in producing and delivering rich media content to a global audience. Strategic adviser to senior management and research directors on web technologies and multimedia for effective communication.

- Seasoned project manager for web, video and print, delivering on complex projects involving multiple executive stakeholders under tight deadlines and constrained budgets.
- Trusted adviser on most effective media and production options

Create and implement strategy for web technologies.

- Design and implement RSS feeds, CSS and CMS to rapidly generate and aggregate site content
- Produce compelling stories by taking complex technical concepts and condensing them into concise and engaging stories told through video, audio, photography and multimedia

## Experience

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### Hewlett-Packard

*Program manager, HP IdeaLab — [HPIdeaLab.com](http://HPIdeaLab.com)*

*(2007-2008)*

Co-led fast-track launch of high-profile interactive technology site. Co-created site concept and design. Created multimedia content, designed and managed user forums to improve communications with customers, press and thought leaders.

*Web & multimedia manager, HP Labs — [hpl.hp.com](http://hpl.hp.com)*

*(2006-2008)*

Co-managed the HP Labs web site. Produced multimedia design, photography, video and audio, managed usability testing and contract development, production and design.

- Led redesign of HP Labs web site as part of a shift in HP Labs' strategic direction
- Photographed technologies and researchers for external media. National and international publications include: Financial Times, San Francisco Chronicle, Business 2.0, Scientific American, Technology Review, BBC News, San Jose Mercury News, El Nuevo Día, La Dernière Heure and others
- Co-managed creation of web publishing solution that automatically generates researchers' personal pages with a blog-like user interface, freeing the researchers to do research
- Incorporated HP Labs' Snapfish Lab prototype technology and RSS news feeder onto site for more dynamic navigation of content

*Technology demo design & support, HP Labs*

*(2001-2007)*

Created engaging demonstrations of HP Labs research through physical demos, animation, videos and photography.

- Designed and created customer visit center: Interior design, technology demos and marketing collateral
- Technology demos and on-site support for industry analyst and other high-impact events
- Produced and designed a variety of print materials for sales, trade shows and other marketing venues
- Produced more than a dozen videos used in presentations, online and at events to help close sales and build company prestige
- Earned 22 company recognition awards for outstanding contribution

*Web production, HP Labs*

*(1998-2001)*

Photography, animation, design and layout for HP R&D site.

## Custom Color

Print production

(1995-1996)

Designed and printed a wide variety of materials for trade shows, marketing events and presentations

## Pulse Productions

Production assistant / video graphics & animation

(1989-1994)

Assisted in all areas of production for advertising, corporate marketing and communications, event management and news for a variety of industries including health care, high-tech and broadcast television. Responsibilities included scouting, sound, grip, graphics, animation, camera operation, voice-over and editing.

## Education

**BA, Communications, Framingham State College, Framingham, MA**

Communications major specializing in media production with a minor in Art

## Sample work

### Managed Websites

- <http://www.hpl.hp.com>
- <http://www.hpidealab.com>
- <http://www.bausk.com>

### Video & Photography

- Skilled in technology, nature and portrait photography
- My photos have been used extensively in HP marketing materials and on HP web sites
- Published in print and online publications including Financial Times, San Francisco Chronicle, Business 2.0, Scientific American, Technology Review, BBC News, San Jose Mercury News, El Nuevo Día, La Dernière Heure and others
- I specialize in telling stories that illuminate complex technical concepts in a simple and understandable visual form
- Videos showcased at large, high-impact events such as CeBit and COMDEX
- You can see samples of my work at <http://www.bausk.com>

### Software

Proficient in :

Photoshop, InDesign, Illustrator, Dreamweaver, PowerPoint, Excel, Word, FrontPage, Final Cut, Quark, Media Cleaner, DVD Studio Pro, Windows XP, Vista, Mac OSX

Experienced with:

Flash, Premiere, After Effects, Adobe Audition, Motion, Garage Band, Rhino 3D, SketchUp

### Additional contact

Linked in

<http://www.linkedin.com/in/brettbausk>

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