

BRIAN SCHAEFER

brian@reelpacific.com | schaefer.co | [artwork](#) | [content](#) | [Reel Pacific](#) | Los Angeles-based | Remote-experienced (5+ yrs)

DIGITAL SOLUTIONS CONSULTANT SEEKING FULLTIME ROLE WITH EXPERIENCE IN:

Digital transformation + DAM / CMS / creative project management + Adobe Experience Manager / Cloud + OnPrem / SaaS / PaaS Implementation and integration strategy + metadata management / optimization + WebDev HTML / CSS+ agile and waterfall + Jira + UX strategy + web and business analysis

SKILLS

SaaS, PaaS, AEM 6.5 + 6.3 + 6.1, AEM Admin / Assets / Analytic / Sites / Target, AWS, Azure, Adobe Experience Cloud/AMS, Sharepoint, HTML, CSS, SiteCore Content Hub 9, Open Text 16, WebDAM CMS, Bynder, Dynamic Media (Scene7), WorkFront, Confluence, Jira, Google Analytics / Tags, Salesforce, Cloudinary, Informatica, Codecs, audio+video transcoding/compression, media storage + delivery

WORK EXPERIENCE

Sr. Solutions Consultant (contractor)

[Alpha Sights](#), Remote

2020 - present

- Consulted software developers on global digital asset and content management markets
- AEM, Adobe Experience Cloud, AMS implementation expertise
- DAM / CMS / ITAM + SaaS / PaaS + hybrid solutions insights

Digital Asset Management (DAM) Consultant (contractor)

[Earley Information Science](#), Remote

2020

- Advised major manufacturing client on content optimization with concentration on Adobe Experience Manager 6.5 Assets + Target + Analytics + Brand Portal implementation
- Authored and delivered taxonomy and metadata workflows and systems
- Set up and performed A/B and MVT testing in AEM Target and Sites

DAM / Digital Transformation Strategist (contractor)

[The Creative Group \(Robert Half\)](#), Los Angeles

2019 - 2020

- Advised e-commerce clients on digital transformation options with emphasis on MarTech-driven DAM and CMS solutions and integration

Writer / Director (owner)

[Reel Pacific Films](#), Los Angeles

2011 – 2019

- Wrote, directed, edited two locally acclaimed films “Good Company” and “[Debt](#)”
- Produced internal video projects for corporate interests and government contractors
- Authored and published multichannel content for clients on client sites on a variety of web platforms

Product Owner / DAM Strategist + Sr. Consultant (contractor)

[Adobe](#), New York + Remote

2019

- Adobe Experience Manager 6.5 implementation incl. Assets + Analytics + Target + Sites
- Gave expert recommendations to retail ecommerce client saving 20 hrs of production hours/wk
- Authored user stories + groomed back log as Product Owner for agile on-site and offshore teams
- Led on-site meetings with client’s creative and technical teams and managed Adobe tech team

WORK EXPERIENCE (CONT'D)

Digital Asset Manager (contractor)

[American Career College](#), Remote

May 2019 – June 2019

- Infused assets with metadata via tags and keywords and content architecture in WebDAM
- Coordinated client support, config adjustments with vendor and software maker

Digital Asset Manager / DAM Admin (contractor)

[City National Bank](#), Los Angeles

May 2018 - May 2019

- Oversaw AEM 6.3 implementation, migration, testing, all environments: prod, stage, dev
- Created folder structure + metadata schema + taxonomy + file naming convention
- Gave permissions to Users, Groups, authored best practices and tutorials • Trained marketing stakeholders + produced instructional video

Enterprise Community Project Manager (contractor)

[Exemplis](#), Cypress, CA

November 2017 - March 2018

- Completed AEM 6.1 Assets DAM implementation + Open Text Media Mgr Integration
- Conducted audits + discovery meetings with stakeholders + QA testing
- Supported analytics integration, SQL database creation, and usage reports
- Authored taxonomy, metadata schema, user guide, best practices

Digital Asset Manager (contractor)

[Avery](#), Brea, CA

June 2017 - October 2017

- Managed DAM implementation project and complete content migration
- Created WebDAM architecture, taxonomy and folder structure
- Designed workflows pushing Scene7 content to on-prem DAM server

Content Publisher + Production Editor + Account Manager

[Associated Press \(AP\)](#), Los Angeles

January 2014 - July 2016

- Created social media, wrote digital content and authored special collections copy
- Supervised and managed commercial assignments, staffed client campaigns
- Hired and trained photographers, videographers, and editors in US and around the world

Picture Desk Editor + Field Editor

[Getty Images](#), Los Angeles

August 2012 - January 2014

- QC of all incoming content + built media packages for global distribution
- Trained and assisted freelance photographers and editors
- Infused content with metadata, keywords, special instructions, credits
- Edited on-site major events, led production teams + hired photogs and support crew

EDUCATION

College: [University of Arizona](#), Tucson, AZ

Degree: Bachelor of Arts (BA) Major: Journalism + Mass Media, Class of 2000

- Earned Dean's List honors 3x
- Wrote features for bilingual South Tucson community newspaper, *El Independiente*

LANGUAGES

English (native), Spanish (intermediate), Mandarin Chinese (familiar)

TRAINING AND CERTIFICATIONS



AEM Assets



ACS Training



Adobe Photoshop – Certified Expert



Admin Training



Digital Learning
DAM Toolkit



Fundamentals



Display



Product Training