

RON PERAZZA | <http://www.ronperazza.com>
riperazza@gmail.com | 201.888.6224 | 6 Ferncliff Terrace, Glen Ridge, NJ 07028

//SUMMARY

Innovative creative director and digital media leader with extensive experience in creative services, marketing, content and product development for Marvel Entertainment, DC Comics, Warner Bros. and other global brands.

//EXPERIENCE

UNION COMBINE

Consultant | Creative Director

2014 – Present

Provide editorial and creative direction, project management, intellectual property development, and related creative services. Clients include Marvel Entertainment, Razorfish LLC, Reading With Pictures, The United Nations, and VivaTech/Publicis Groupe.

- Created production process for Marvel digital content; defined style guide, specs, templates, and review process resulting in a 65% cost savings.
- Oversaw publisher operations for a non-profit, United Nations initiative to develop a worldwide comic program supporting Sustainable Development Goals.

ARCHIE COMICS

SVP – Digital

2015 – 2016

Responsible for strategic planning, development, and day-to-day management of website, apps, and multimedia destinations. Lead digital publishing operations for all digital content. Initiated and maintained strategic relationships to drive business growth.

- Launched new Archie Comics App on iOS & Android.
- Expanded Archie's digital presence through strategic partnerships with *Madefire*, *Threadless*, *Hoopla*, *Groupees*, *Scribd*, and others.
- Increased digital publishing sales by 30%.

MARVEL COMICS

Director of Digital Innovation

2013 – 2014

Responsible for ideating and developing application specific innovations to improve the comic creative and editorial experience.

- Product lead for iOS and Android digital comics reader capable of supporting audio, video, and trademarked "smart panel" reading.
- Pioneered Adaptive Audio comics; integrating gaming audio middleware (FMOD) into a digital reading experience to create non-lyrical, user responsive audio experience.

DC ENTERTAINMENT

Consultant

2011 – 2013

Facilitated DC Entertainment's corporate restructuring and relocation of personnel from NYC to LA. Sustained ongoing operational responsibilities during management changes. Aided in the transition of Online, Creative Services, and Digital Publishing departments and projects.

Vice President of Creative Services

2007 – 2011

Director of Creative Services

2003 – 2007

Manager of Creative Services

1999 – 2003

Led website, social media, app development, and content marketing of multiple, globally recognized media properties supporting DC Comics, Vertigo Comics, and Mad Magazine.

- Launched first DC Comics Apps creating new digital comics revenue stream.
- Built first, comprehensive publication database.
- Managed development and creative staff of 15 overseeing day-to-day technical and editorial operations.
- Developed international portfolio review process for discovering and developing new writers and artists.

Senior creative executive overseeing in-house agency tasked with creating marketing, sales, and promotional materials for key business relationships.

- Partners include *Pepsi, Pontiac, Burger King, Charles Schwab, Diane Von Furstenberg, LEGO, Nintendo, Coca-Cola, McDonalds, Nokia, Toyota, Warner Bros.* and more.
- Received 2005 MIN Award for Custom Publishing

Planned and launched Zuda Comics; an award-winning digital publishing imprint implementing open source solutions with community and social media platforms.

- Revised talent workflow resulting in a 60% reduction of art & editorial costs.
- Built community in excess of 25K registered users.
- Acquired 30+ new intellectual properties.
- Received Harvey Award for Best Online Comics Work.
- Received Glyph Award for work by/for/about people of color.
- Recognition by the American Library Association.

Initiated and maintained third-party relationships responsible for growing business and advancing digital publishing initiatives company-wide. Provided brand assurance for consumer products, licensing, style guides, and video games.

Additional Experience Available at <http://www.ronperazza.com> & <https://www.linkedin.com/in/ronperazza>

//EDUCATION & ORGANIZATIONS

ROWAN UNIVERSITY

Bachelor of Arts

1989 – 1994

Major in Art, focusing on Illustration and Art History. Received special recognition for excellence in printmaking.

- Personal exhibitions displayed at Glassboro Center for the Arts in Glassboro, NJ (1994) and City Gardens in Trenton, NJ (1994).

THE COMICS GRID

Editorial Advisory Board

2013 – Present

The Comics Grid is an open access, peer reviewed academic journal dedicated to comics scholarship. The journal's purpose is to make original, media-specific contributions to the field of comics scholarship and to advance the appreciation of comic art.

CITY GREEN

Volunteer

2016 - Present

City Green is a non-profit organization dedicated to facilitating the establishment of urban farms and gardens in northern New Jersey's cities to create increased access to healthy, local food while cultivating education in food systems, nutrition, and the environment.

References Available Upon Request