

Ron Perazza  
Address: 6 Ferncliff Terrace, Glen Ridge, NJ 07028  
Phone: 201-888-6224  
Email: [RJPerazza@gmail.com](mailto:RJPerazza@gmail.com)  
Website: [www.ronperazza.com](http://www.ronperazza.com)

## **SUMMARY**

Innovative product and digital media leader with a reputation for developing and delivering inventive strategies and branded solutions that engage users, increase revenue, and improve productivity. Broad experience with product development, visual storytelling, strategic planning, communications, content creation and marketing, operations, and creative services.

**WILEY**, Hoboken, NJ, 2017 – Present  
Director of Communications

Head of strategy and operations for key digital products, including the Wiley public website, intranet, and digital productivity tools. Oversee digital communications platforms, defining user-experience, developing strategy on new communications channels and methods, and jointly supervising the global communications team.

Business lead for large scale intranet implementation and Office 365 engagement strategy. Developed launch program and ongoing training process. Recognized by Microsoft as a case study for success by the Customer Advocacy Program. Personally profiled by Microsoft as a platform success “superhero” on the Microsoft YouTube channel.

Business lead on internal digital platform engagement. Speaker at 2018 Enterprise Social Network event held at UNICEF. Received 2019 Award for Outstanding Achievement in Collaborative Performance by SWOOP analytics.

**UNION COMBINE**, Glen Ridge, NJ, 2014 – Present  
Consultant

Successfully created production process for Marvel Comics digital creative content. Developed client relations, negotiated vendor proposals, defined editorial style guide, created review process resulting in 65% cost savings.

Championed global publisher operations for a non-profit United Nations initiative supporting sustainable development goals. Directed strategic integration of 20+ multi-national publishers.

Oversaw editorial and creative of custom publishing series promoting science and technology to young girls. Managed end-to-end project and budget, developed social media strategy, negotiated rates, oversaw brand and production.

**ARCHIE COMICS**, Pelham, NY, 2015 – 2016  
Senior Vice President of Digital

Lead creative direction, planning, and development for iOS and Android branded content app launch averaging a 30% month-over-month increase in digital distribution unit sales.

Managed web, app, social media, and other digital platforms. Initiated original, digital content. Established KPIs, monitored relevant metrics, used data for critical decision-making.

Established strategic business relationships increasing product availability by 80%. Negotiated and reviewed cost proposals and contracts. Managed budget.

Overhauled digital creative workflow; created new templates, reduced staff time, and increased productivity. User response rate increased over 100% in first six months.

**MARVEL COMICS**, New York, NY, 2013 – 2014  
Director of Digital Innovation

Oversaw product development, creative strategy, design, and launch of native iOS and Android branded content reader capable of supporting audio, video, and trademarked Smart Panel storytelling.

Pioneered Adaptive Audio, integrating audio gaming middleware into visual storytelling creating an enhanced reading experience with increased engagement. Favorably reviewed by *Rolling Stone*, *CNET*, *Hollywood Reporter*, and industry press.

Collaborated with print and digital media teams to establish creative content guidelines, strategy, schedule, and workflow creating operational efficiency resulting in increased output and reduced expense.

**DC COMICS**, New York, NY 10019, 2007 – 2013  
Vice President of Creative Services & Online  
Executive Editor, Digital Publishing

Oversaw creative services for \$350M+ marketing and sales business, increasing revenue by 400% over five years. Pioneered sponsored creative content. Managed art & editorial budget. Won MIN Award for Integrated Marketing. Managed staff of 15 overseeing day-to-day technical and editorial operations.

Led website, social media, community, app development, scheduling, and online marketing of multiple, globally recognized media franchises. Established and reported on KPIs. Received Warner Bros. Carrot Award for Employee Performance.

Launched digital editorial imprint implementing open-source solutions with community and social media platforms. Established brand and voice. Created native content. Grew site from inception to DC Comics' second highest trafficked website. Won Harvey Award, Glyph Award, and recognition by the American Library Association.

Managed company brand and representation in print, digital, social, gaming (table-top and console), and at key trade shows and events. Worked cross departmentally to provide guidance, create support, and build consensus for internal and external stakeholders.

Developed international portfolio review process for discovering and developing new writers and artists. Acquired 30 new intellectual properties.

**DC COMICS**, New York, NY 10019  
Director of Creative Services

Oversaw talent operations and commissioned work from 100+ freelance artists, writers, designers, and content creators. Developed portfolio review process for discovering new artists and writers. Revised digital talent workflow resulting in a 60% reduction of art & editorial costs.

Managed day-to-day website and online community, scheduling, and operations. Expanded publishing websites into a comprehensive online content marketing presence. Built first online product database,

facilitating flow of information from publishing catalog to website, increasing efficiency by 65% and reducing human error by 35%.

Oversaw growth of department by 750%. Instituted ongoing internship program.

**MARVEL COMICS**, New York, NY 10019

Product Manager

Product and design lead for multiple lines of trading cards, collectible card games, and activity books. Managed editorial, creative, game design, budget, and national fan club/tournament circuit. Licensed franchises include Marvel, DC Comics, Disney, and Star Trek

### **EDUCATION**

Bachelor of Arts, Illustration

Rowan University, Glassboro, NJ

### **VOLUNTEER EXPERIENCE**

GLEN RIDGE CIVIC CONFERENCE COMMITTEE (non-profit, politics), Communications Chair

COMICS GRID (non-profit, academic journal), Editorial Advisory Board

BOY SCOUTS OF AMERICA (non-profit, community), Den Leader

MONTCLAIR BLUES (non-profit, community), Youth Hockey Staff