

# David Edeburn

Sr. Rich Media Developer / HTML5 Animator / Motion Graphics Artist

david.edeburn@gmail.com

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## Summary

5 time award winning HTML5 Banner Ad Animator / Developer (Webby, Game Marketing Summit, MI6 Awards). 15 yr Ad Agency Digital Campaign Veteran. HTML5 Animator, Motion Director, Rich Media Developer. Certified Rich Media developer in Google web designer. Launched national and global digital campaigns for Sony, Lexus, Warner Brothers, Google, FOX, & every major gaming company. Integrated banners for major trafficking platforms including Doubleclick Studio, Sizmek, GDN, Flash talking, and Adwords. One of the fastest and most versatile display ad animators around.

Just completed a completely custom 175 banner advanced dynamic rich media creative campaign for Warner Brothers that allows them to serve a unique animation and movie title to every visitor of their many websites based on collected user demographic data to provide them with a way to upsell their customers with razor sharp precision.

This allowed them to more efficiently market content to the appropriate target audience. All titles had unique tracking codes which allowed them to track the efficacy of all 175 dynamic ads served though a single rich media container.

## Awards

### Webby

**BEST DIGITAL ADVERTISING CAMPAIGN**

Bloodborne Interactive Video Campaign

**BEST DIGITAL ADVERTISING CAMPAIGN**

God of War: Ascension

Sony Computer Entertainment America & PETROL

**BEST SHOWING AT A TRADE EVENT (E3)**

Injustice: Gods Among Us

Warner Bros. Interactive Entertainment & PETROL

**BEST PRODUCT ANNOUNCEMENT**

God of War: Ascension

Sony Computer Entertainment America & PETROL

MI6 Game Marketing Awards.

All of these campaigns / projects were a team effort, congrats to everyone involved.

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## Experience

### **Sr. Rich Media Developer / HTML5 Animator / Motion Graphics Artist at Various Ad Agencies & Clients: Display Advertising**

May 2016 - Present (4 months)

HTML5 animation, rich media development. Adobe Animate CC, Flash, Photoshop, After Effects. Certified Doubleclick Rich Media Developer.

### **Motion Director (Lead HTML5 Animator) at Petrol Advertising**

October 2011 - June 2016 (4 years 9 months)

Motion Director: Responsible for rich media campaigns, motion graphics pieces, strategy, and digital advertising for many large video game and movie releases. Experience with companies such as Sony, Santa Monica Studios, Capcom, Konami, Turtle Beach, CNBC, G4 network, NBC, Warner Brothers and many more. Proven track record of meeting tight deadlines and exceeding client expectations for Integrated campaigns. I have been an integral part of several hugely successful national and international display ad integrated campaigns.

### **Sr. Flash Animator / Developer at Arsonal**

February 2012 - March 2012 (2 months)

Worked with Arsonal on several rich media campaigns for entertainment companies. Great team to work with.

### **Interactive Producer / Sr. Flash Animator at WOO Agency**

January 2010 - October 2010 (10 months)

Served as technical director and Sr. Interactive producer at the WOO. Served as technical lead on integrated campaigns which I simultaneously managed. Hybrid role on large international integrated campaigns for fortune 500 companies.

### **Sr. Flash Developer / Animator at WOO Agency**

April 2008 - January 2010 (1 year 10 months)

Freelanced with the WOO Agency and others for rich media, banners, website development, flash product demos, and social media marketing campaigns.

### **Owner / Creative Director at CP**

March 2003 - September 2008 (5 years 7 months)

Ran a small creative team designing and developing websites for small and medium businesses. Was fortunate to have completed some work for Prudential including digital advertising, the design of a mobile site, and the design of Prudential Properties.com.

### **Sr. Web Developer at LA based ad agencies**

January 2001 - July 2007 (6 years 7 months)

I refreshed the web in 2001 with the inception of a small, yet prodigiously talented design team based in beautiful Gainesville, FL. Today, I continue to lead the interactive design industry with its refreshingly innovative solutions from beautiful Los Angeles, Ca. I embrace the future of online experiences and delivers captivating content to audiences internationally. By collaborating with me, small businesses gain the competitive edge they need to succeed in a national market while also extending their visibility across the globe.

### **Interactive Designer at Nueweb (now Exemplum)**

January 2000 - May 2002 (2 years 5 months)

Worked off site for Nueweb developing web based flash product demonstrations for high level corporations including Canon, Alcon, Perceptics and e-learning tools released with products including the training CD's released with the Canon Powershot cameras.

### **Interactive Animator at Freelance**

December 1999 - November 2000 (1 year)

Created some of the best display ads on the market. (Digital ads / rich media / page take overs / youtube mastheads etc)

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## Skills & Expertise

**Online Advertising**

**Web Design**

**Advertising**

**Social Media Marketing**

**Integrated Marketing**

**Mobile Devices**

**Creative Direction**

**Interaction Design**

**Interactive Advertising**

**Digital Strategy**

**Marketing**

**Digital Marketing**

**Web Development**

**Flash**

**Digital Media**

**SEO**

**User Experience**

**Video**  
**Marketing Strategy**  
**Social Media**  
**Art Direction**  
**Rich Media Banners**  
**Media Planning**  
**Website Development**  
**Animation / Motion Graphics**  
**Creative Strategy**  
**Mobile Applications**  
**Entertainment**  
**Film**  
**InDesign**  
**Interactive Marketing**  
**Email Marketing**  
**Copywriting**  
**New Media**  
**Online Marketing**  
**Content Strategy**  
**Brand Development**  
**Motion Graphics**  
**Management**  
**Photoshop**  
**Strategy**  
**Video Production**  
**Greensock GSAP banner animation / development**  
**CSS / Javascript handcoding banners display ads**  
**DoubleClick**  
**Sizmek Rich Media**  
**Graphic Design**  
**CSS**  
**Google Adwords**  
**Adobe Creative Suite**

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## Education

**CCA (Cal College of the Arts) San Fran**

Interaction Design, 2002 - 2003

**University of Florida**

BAS, DAS Digital Arts and Sciences, 1999 - 2003

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## Certifications

**Rich Media Certified Google Web Designer**

DoubleClick    May 2015

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## Publications

**Numerous awards for display ad campaigns that I've worked on.**

Authors: David Edeburn

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## 3 people have recommended David

"I've worked with David for the past 5 years and was constantly impressed by his work. By far, he is one of the best animators I've ever met. On huge banner campaigns he has lead the projects to success and delivered on time. David is easy to get along with and his work ethic is outstanding. I'm looking forward to working with him again sometime in the near future."

— **Karl Scheele**, *Senior Software Engineer, PETROL Advertising*, worked directly with David at Petrol Advertising

"I have worked with David closely over the past 4 years and from day 1 his enthusiasms to join and work with the team made him stand out right away. It was his passion and extremely high-level skill set, that made me love to collaborate with him. He constantly strives to make each project the best and takes client critics/restrictions in stride as he pushes each creative challenge to its pinnacle. I always looked forward to bouncing ideas off of him and seeing the results of his hard work. In short David makes any team he is a part of, stronger, and more fun."

— **Karl Zurflüh**, *Senior Associate Creative Director, Petrol Advertising*, managed David indirectly at Petrol Advertising

"I have worked with Dave on multiple projects over the last few years and his dedication to his work and his clients can clearly be seen in the amazing websites he has produced over the years. His talent in design and management has created an innovative company that I recommend to anyone and everyone looking for cutting edge and innovative web design and development. I have and still do recommend Dave and his company as a need to know company. When you're company is ready for a professional online image give Citrus Pixel a call. You won't be disappointed."

— **Shaun Gailey**, reported to David at LA based ad agencies

[Contact David on LinkedIn](#)