

# Peter DuCharme

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## Profile

A highly accomplished and creative technology partner with over 20 years of experience in media, publishing and web development. Solid background in project management and critical thinking. Excellent ability to articulate ideas to both technical and non-technical audiences. Demonstrated strengths:

Complex problem solver

Creative design

Excellent communicator

Innovative

Project management

Training & development

## Experience

### DIRECTOR OF TECHNOLOGY AND DEVELOPMENT

NAUTILUSTHINK, NEW YORK, NY

DEC 2012 - PRESENT

*Nautilus* is a digital and print science magazine published by the nonprofit NautilusThink. A new topic is presented every month and explored with thematic weekly chapters. Awards include Webby for best science website and two National Magazine Awards. Monthly online page views average 1.2 million unique.

Reporting directly to Publisher, oversee all technology needs in support of the magazine and its readership. Interpret business requirements from Publisher and 15-person Editorial and Art staff, evaluate technology needs, implement solutions, and balance concurrent deadlines.

Designed and developed custom tools:

- In-house ePub publishing platform for monetizing online content that generates theme-based collections and digital editions of monthly issues as retail products.
- Proprietary paywall enabling *Nautilus* to sell memberships for unlimited access to all issues, ad-free viewing of articles, and ePub editions of issues for off-line reading.
- Responsive multi-site CMS for publishing partners including MIT Press, Howard Hughes Medical Institute, Quanta Magazine to enable each site to successfully deploy within 24 hours and with minimum *Nautilus* editorial staff.
- Web-based and mobile application to allow editors to schedule deployments for articles appearing on *Apple News Nautilus* channel.
- Desktop application for parsing real-time social network traffic to inform Social Editor where to prioritize new article promotion.
- System for generating promotional videos on Facebook that automatically generates 30-second video clips promoting the new articles being published weekly. Effectively increased interest in our articles on social media and contributed to an increase in traffic from Facebook users.
- Content extraction tool for simplifying layout procedures during print production that greatly reduced the amount of time the Art Department spent prepping articles for layout.

Managed and authored technical components of interactive articles from concept design with the author through writing code to support interaction. Past articles have registered 1.5 million in reader interactions.

Maintain and ensure staff access to in-house tool suites and shared production services such as Google Drive and Adobe. Produce training and reference screencasts for staff when introducing new tools.

Cover all areas of production and post-production for online media including camera operation, lighting set-ups, footage editing, audio mixing and music composition.

## WEB DEVELOPER

ICON 2017, NEW YORK, NY

MAR 2016 - JUL 2016

Designed and built a custom CMS for the Biennial Illustrators Conference. Features included: event scheduling, participant biographies, and real-time content updates from social media feeds (Twitter, Tumbler and Instagram). Incorporated a responsive front-end for a seamless mobile and desktop experience. This proved to be a crucial tool for the attendees during the conference enabling the ability to check schedule changes and ticket availability.

## WEB DEVELOPER

MIT PRESS, CAMBRIDGE, MA

MAR 2012 - DEC 2012

Revised Drupal backed site for MIT University's publishing imprint. Worked with marketing department to improve online customer request process. Assisted Digital Initiatives group with evaluating tools for XML validation and ePub creation.

## OWNER & PARTNER, MASTER CYLINDER AND MUSIC FOR PICTURE

BOSTON, MA & NEW YORK, NY

JUN 1999 - MAR 2012

Composed and produced music for radio and television commercials. Managed studio staff, musicians, and recording sessions. Wrote music for campaigns by Volkswagen, Volvo, Porsche, Coca-Cola, Converse, Nike, McDonalds and Wendy's. Worked directly with agency producers and creative directors from Saatchi and Saatchi, Grey, FCB, Arnold Worldwide, Ogilvy, McCann Erickson, Wieden+Kennedy, and Hill Holliday.

## SEARCH PRESENTATION MANAGER

LYCOS, WALTHAM, MA

FEB 1998 - JUN 1999

Developed and maintained templates for search engine result pages and Tripod Community listings. Worked with Lycos search engineers to improve result page layout with better topic groupings, web guide navigation and child-safe search results.

## WEB DEVELOPER

HILL HOLLIDAY INTERACTIVE, BOSTON, MA

SEPT 1997 - FEB 1998

Administered weekly banner reports for the Digital Media director. Wrote and edited html for clients' websites.

## PAGE PROTOTYPING

INSO, BOSTON, MA

SEPT 1996 - NOV 1997

Wrote and edited html templates for displaying SGML based data using Emacs. Assisted lead programmer in writing SGML processing scripts in PERL.

## Technical Skills

### LANGUAGES / STACKS

CSS3, HTML5, JavaScript, Json, LAMP, MySQL, Perl, PHP5.6, Sqlite3, XML/SGML.

### TOOLS

Adobe CC Suite (Photoshop, Illustrator, Premiere, Audition), Beanstalk deployment, Git, MAMP PRO, Node.js, PhpStorm, ScreenCast, Sequel Pro, Sublime 2, Tower and Transmit.

### FRAMEWORKS / LIBRARIES

Blade, Bootstrap 4.0, Handlebars, jQuery, Laravel 5.3, Sass, SoundManager, Stylus, VideoJS and Vuejs 2.0.

#### **LANGUAGES / STACKS**

CSS3, HTML5, JavaScript, Json, LAMP, MySQL, Perl, PHP5.6, Sqlite3 and XML/SGML.

#### **APIs / SERVICES**

AirTable, Amazon Web Services (EC2, RDS, S3 and Route 53), Apple News, BaseCamp, BigCommerce, Google (Analytics, Drive, Finance, Gmail), PayPal, Stripe and Twitter.

#### **LANGUAGES / STACKS**

CSS3, HTML5, JavaScript, Json, LAMP, MySQL, Perl, PHP5.6, Sqlite3, XML/SGML.

#### **FAMILIARITY WITH**

Angular, Codelgniter, Drupal, Less, React, Ruby on Rails, Swift 2.0 and WordPress.

## **Awards and Acknowledgements**

AICPA - Excellence in Original Music (1999) for the Volkswagen commercial "Synchronicity".

The One Club - Best Interactive: Integrated Branding Campaign Volkswagen (2000).

Society for News Design - One of the World's Best-Designed news sites (2014).

## **Education**

Film Scoring - Berklee College of Music, Boston, MA

Hopkins School, New Haven, CT

*References available on request.*