

Allen M. Gottfried

Director, Digital Media & Video

Allen Gottfried, director of Digital Media & Video at Airbrush Action Magazine, is responsible for developing and implementing digital campaigns, social networking profiles, content delivery and brand marketing through new media and emerging platforms in addition to overseeing the production of the magazines extensive training video library.

Allen leads Airbrush Action's digital media effort, which creates and manages Web-based campaigns, micro-sites, social media communities, blogs, promotional videos, e-mail marketing campaigns and video production.

In addition to Airbrush Action Magazine, Allen operates his own award winning production company, Electric Head, specializing in music videos, commercials, digital media, website development, social media integration and new media consulting for a variety of companies and industries.

Allen has a master's degree in television and digital media management from Drexel University and a bachelor's degree in communications from Rowan University with specialization in TV and Film.

Area of expertise includes:

- * Television & Media Production
- * New and Social Media
- * Publicity and Promotions
- * Website Development & Promotion
- * Special Events
- * Corporate Branding

Allen Gottfried's Specialties:

Adobe Sound Booth / Audition, (Audio)
Final-Cut Studio, Avid Xpress, Adobe Premiere (Video)
Adobe Encore, DVD Studio Pro (Authoring)
Adobe After Effects, Zaxwerks Pro Animator (Compositing / Motion Graphics)
Adobe Photoshop, Illustrator, Quark Xpress,

Social Media Marketing, Integration and Promotion
E-mail Marketing
HTML, Basic PHP, Basic Java
Blogging, Vlogging
Wordpress, Joomla, Drupal, OScommerce
MS Office
Quicken & Peachtree Accounting
SEO/SEM Tools
Mac and PC Platforms