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Objective: A position in the Web industry involving design, multimedia and/or product development

Summary of Qualifications:

- Creative and technical expertise in Adobe Photoshop
- Expertise in HTML conversion and web graphics
- Ability to create custom applications using a mixture of ColdFusion MX, SQL, Oracle, JavaScript, XML, XHTML, CSS, Perl, JQuery & Shell scripting
- Proficient across Windows, Macintosh and Unix-based operating systems
- Adept at keeping up with the ever-changing rules of search engine optimization (SEO) and cross-browser compatibility
- Accomplished in a variety of Web-based systems including Omniture SiteSearch, Google Custom Search Engine, Pluck SiteLife, WebCrossing Community, iTunes Music Store (Podcasting) & Entriq Video Solution
- Skilled in ancillary Web development tools including Illustrator, Image Ready & Microsoft Office
- Familiarity with Macromedia Flash & Freehand
- Excellent project manager skilled in juggling competing priorities, creating project specifications, and development plans, and driving progress from concept through launch
- Accustomed to working closely with sales, marketing, business development, and IT departments to grow the site, solve problems and coordinate product launches
- Experience in digital photographic imaging, color correction, traditional animation, rotoscoping, video editing, graphic design techniques, pc hardware

Experience:

January 2002 - present

Web Production Manager  
Wiley Publishing, Inc. / Frommers.com - Hoboken, New Jersey

- Lead designer and producer for Frommers.com
- Collaborated with new colleagues & freelancers to complete 4 site redesigns of Frommers.com
- Planned & coordinated a major Web server moves with no downtime

- Managed server side issues with Internet host in Somerset, NJ
- Responsible for departmental network environment
- Developed custom ColdFusion content management systems (CMS) to automate the massive creation of pages across Frommers.com
- Designed a backend development site that included applications, documentation & reports for the team to reference in a daily basis
- Managed projects of consultants & freelancers
- Created plans and specified project requirements for peers
- Assisted with Unix Admin Duties such as troubleshooting server side issues, optimizing performance and reducing downtime

October 1998 – present

Web Design / Production Consultant

- Kim Eng Yeo: Executed 3 site redesigns; Active Webmaster
- RCT Performance: Designed the Web site, logo & all other artwork from the ground up; Executed 2 site redesigns; Active Webmaster
- Religions for Peace USA: Redesigned & brought Web site up-to-date with current technology; Designed the backend database & content management system
- Church of St. Paul & St. Andrew: Redesigned Web site for a professional look and feel

April 1999 - December 2001

Web Producer / Designer  
Hungry Minds, Inc. / Frommers.com - New York, New York

- Lead designer and producer for Frommers.com
- Executed 3 site redesigns
- Performed design on all new pages and built templates for peer producers to follow
- Created internal & external ad banners to increase Frommers.com traffic
- Developed custom Cold Fusion applications that transformed the Frommer's travel guides into an interactive Web experience
- Consistently solved layout problems that brought advertising, marketing, content, functionality & design together
- Managed projects of associate producers & consultants
- Trained new producers & freelancers in Web development
- Acted as interim Traffic Manager using the DART Network interface

December 1997 -

Associate Producer

- April 1999
- Macmillan Online USA - New York, New York
- Associate designer and page builder for the New York based Frommers.com
  - Lead designer for the Indianapolis based mcp.com & Macmillan Software Store
  - Created promotional graphics

- May 1997 -  
December 1997
- Freelancer - Web Design / Development  
Macmillan Digital USA - New York, New York
- Designed Web sites (both public and internal) for several departments
  - Created a large volume of ad banners to promote company products
  - Retouched photos & optimized various graphics for the Web
  - Created layout for product pages in online stores

Volunteer Work:

Church of St. Paul & St. Andrew: Helped run a weekly tutoring program aimed at helping children of all ages, on a one-to-one basis with a variety of academic subjects

West Side Campaign Against Hunger (WSCAH): Assisted with a day care program that involved entertaining & overseeing the safety of children

- Awards and Honors:
- January 2002 - Pacesetter Award for Management of Site Migration
  - October 2001 - #1 ad banner on Yahoo! Ad Clipper
  - October 2000 - Quality Award
  - April 2000 - Frommers.com Team Award

Education:

Savannah College of Art & Design  
B.F.A in Computer Art  
Minor in Art History  
3.79 GPA - Magna Cum Laude