

Professional Experience

Account Manager / Digital / Interactive / Producer / Project Manager
EB Websites

May 2007 – Present

- Experience creating website information architecture using various tools and techniques such as wireframes, paper proto-typing, site maps and personas
- Able to liaise between non-technical clients and technical developers and designers
- Expert project manager guiding the website process from stakeholders ideas to staging to production
- Using Drupal, created “Brand Overview” section for The University of Texas at Austin. Implemented information architecture, SEO techniques and linking guidelines.
<http://www.utexas.edu/what-starts-here/brand-overview>
- Using Dreamweaver, created “Budget 101” and “Filming Guidelines” sections for The University of Texas at Austin. Working with videographers, content providers and external designers to make certain all pages were accurate. Edited HTML and CSS as needed. Followed best practices for SEO and development guidelines. <http://www.utexas.edu/finances/index.html> and <http://www.utexas.edu/opa/film/index.php?e=0,7,24>
- Monthly maintenance on 1/2 dozen websites using Drupal and Dreamweaver tools. Process photos and graphics using Corel Paint Shop Pro, edit html as needed, create, update, remove pages, and verify all information to be correct before posting. <http://www.centerforard.com/>, <http://txls.state.tx.us>, <http://www.rashchapman.com>, <http://www.coolcartsoftexas.com>, <http://www.chapsurvey.com>, and <http://www.sibt.com>
- Managed the development of 2 websites within 5 months for an agency with a California client requiring coordination of external design and development specialists, Word Press and project tracking with Basecamp.
- Working with content developers using an Excel worksheet to define the Information Architecture and graphical elements which provided direction to the development team.
<http://www.mendoco.com/> and <http://www.getredwood.com/>
- Extremely organized project manager who is able to change process as needed to accommodate different teams, clients and circumstances that change with each unique project within an agency setting
- Extensive website pre-sales knowledge and vendor relationship management
- Strong website writing skills. Have guided many clients through the content collection process using a variety of techniques such as interviews, sitemap outlines, Word templates, and basic training on writing for the web as it differs from traditional writing. <http://www.mdkidcare.com/>
- Served as lead project manager for the "Ideas of Texas," a crowd sourcing application, to 15,000 University of Texas faculty and staff. This was achieved within a nine-week timeframe by coordinating weekly meetings with both internal and external departments. 16 team members spanned 8 departments including Office of the President, IT, Security, Marketing, Design, Accessibility, Testing, and Community Moderators. Guided all departments to final web application using Microsoft Project to track tasks.
<https://ideas.utexas.edu/welcome>

Professional Experience - continued**EB Websites**

- Coordinated a 5 person team who developed a social media collaborative education seminar attended by 110 University of Texas staff members under the direction of the Office of the President. Collected and prepared materials from the speakers and posted on the website used during the seminar. Helped coordinate ongoing monthly meetings, set topics and sent out communications.
<https://wikis.utexas.edu/display/socialmedia>
- Achieving an approved design within 30 days through 15-minute weekly phone meetings with the project stakeholder and the designer, a Dallas homebuilder's stalled website was revived. Using Basecamp to facilitate communications and Drupal for the site platform the goal was achieved.
<http://www.omegabuilders.com/>

President / Project Manager**Incorporating Design****April 2004 - May 2007**

- As lead website project manager, simultaneously coordinated several projects from initial plan to launch – set scope, deliverables, timelines, and assessed and managed risk. Creating website specifications with the client, leading the development team, creating an application for storing documents for clients to view online and complete testing is seen in this website example. <http://www.powersenergyconsulting.com/>
- Acted as information architect, usability specialist, SEO analyst and pay-per-click campaigns manager for these 2 websites. <http://www.coolcartsoftexas.com/> and <http://www.poundsfloors.com/>
- Implemented e-commerce sites and e-mail newsletters using latest technologies for this website.
<http://www.centerforard.com/>

Website Project Manager**MIDIWerks Consulting****August 2001 - April 2004**

- Managed short- and long-term website projects for multiple clients in the legal, real estate, and artists industries.
<http://www.jacksonsjoberg.com/>, <http://www.osbornehelman.com/> and <http://hermitage-gallery.com/>

Global HR Website Manager / HR Intranet Webmaster / Certification Program Coordinator**Landmark Graphics Corporation****March 1994 - August 2001**

- Jump-started stalled intranet site, expanding it from 70 to 2,000 pages within two years and coordinating worldwide launch campaign to 1,600 employees in 30 locations
- Developed and monitored policies and procedures for content creation across a global enterprise
- Managed lifecycle for consolidating 65 internal sites into one portal, designing navigational structure, new look, and conducting usability tests
- Designed, coded, managed and maintained 40-page certification intranet website and related Access database for certification needs and testing
- Completed implementation and data conversion of a new database, training employees and providing support

Human Resources Database Coordinator**Cooperative Computing Inc.****June 1992 - March 1994**

- Completed implementation and data conversion of a new database, trained and supported employees throughout the entire project

Quality Assurance Specialist / Customer Support Coordinator / International Marketing Coordinator**Zycor****March 1984 - June 1992**

- Interfaced between programmers, international/domestic customers and global offices
- Designed a customer support "help-desk" tracking system database called ACE which was used for many years
- Provided technical support for global customers from initial call to completion

Knowledge Areas

Website design and development	E-commerce technologies	Information architecture
Search engine optimization	Website conversions	Usability studies
Content management systems	Pay-per-click	Project management
Pre-sales cycle	Vendor relationship	Content creation

Technology and Software Tools

Project Management: Basecamp, Zoho, Microsoft Project
Communications: Skype, WebEx, C3 Conferencing
Content Management Systems: Drupal, WordPress, Hosted-supplied CMS, wikispaces
Mockup Creation: Balsamic Mockups, Mindmeister, Paper and Pen
HTML Editing: Dreamweaver, FrontPage, Notepad
Photo Editing: Photoshop, Corel Paint Shop Pro
Search Engine Optimization: Web CEO, Yahoo, MSN & Google Pay-Per-Click, Other Google Products & Services
E-Commerce: Drupal and WordPress modules, Magento, Zen Cart, Yahoo! Merchant, and custom solutions
Payment Gateways: Authorize.net, PayPal, VeriSign, Trust Commerce
Microsoft: Office, Excel, PowerPoint, Project

Education and Certification

Project Management Professional (PMP) Certification #1269594 2009
Current member of Project Management Institute, Austin Chapter
University of Phoenix (15 credit hours in Marketing)
Austin Community College (65 credit hours in Management Information Systems)
Capitol City Trade and Technical College (Degree with honors in Information Systems)