

Creative Marketing Manager • Web Application Architect

Profile

Web architect and graphic designer with 16 years industry experience, specializing in **Internet marketing, UI design and HCI usability engineering**. Additionally an established copywriter and professional photographer, possessing the complete skill set to fully formulate, manage and execute upon Web software development projects or Internet-focused marketing campaigns. Proficient in many facets of electronic media production, including audio, photo and video editing.

Specialties

UI engineering, graphic asset design, Web scripting, copywriting, corporate branding, product photography, HCI usability, Internet marketing, art direction

Software Skills

Adobe Photoshop CS4	Classic ASP	Windows Server 2008/2003/2000
Adobe InDesign CS4	ASP.net 3.0	MS SQL Server 2008/2005/2000
Adobe Illustrator CS4	JavaScript/VBscript	MySQL 5.0
Adobe Premiere CS4	PHP	VMWare Server
Adobe Audition	HTML 4.0/CSS/XML	Red Hat Linux
Video and audio production	DHTML/AJAX	

Career Development

MESSAGEGATE INCORPORATED — BELLEVUE, WA **Creative Marketing Manager / Web Architect**

Feb 2005 - May 2009

Summary: Internal/external corporate communications, brand strategy & implementation, corporate identity, web messaging, press and analyst relations, advertising, lead generation, and team leadership/development.

- Build corporate identity: developed graphic assets, defined visual standards and produced electronic and print media.
- Successful design and execution of UI for the company's flagship enterprise-level email management product.
- Research and develop both graphical idioms and usage paradigms for deployment in multiple commercial software products, improving on user experience and developer efficiency.
- Liaison between Marketing and Development, facilitate technical information exchange crucial to executing effective marketing campaigns.
- Principal graphic designer: producing both online and print marketing assets, including mailers and tradeshow resources.
- Develop corporate Web presence: graphic design and production, scripting and day-to-day management of the server resources.
- Design and execute a content management system entirely in ASP.net, to manage news, page content, email newsletters and electronic marketing campaigns.
- Created ongoing "InStep with MessageGate" podcast series and newsletter featuring vice president of marketing and CEO, positioning company as a thought leader with customers, press, and analysts.
- Project management: including estimate generation, day-to-day schedule coordination and direct management of developer resources.

SAFECO CORPORATION — REDMOND, WA
Lead Web Programmer

Feb 2001 - Apr 2004

- Development lead for internal web applications using ASP, ASP.net 1.1, HTML, XML, CSS and MS-SQL. Duties include prototyping user interface based on usability and case studies, creating graphics, programming interface, database design, and integration with data-driven website engine. Technologies include ASP, MS-SQL, DHTML, XML, ASP server objects, Active Directory, VB component objects, CSS, NT Authentication and ADO. Also created database-driven search engine using ASP and MS-SQL.
- Project management duties include asset coordination, planning, timelines, and management of two employees.
- Developed SQL server database including custom queries, triggers, stored procedures, data transformation, and server automation
- Developed and maintained IIS and SQL 2000 Servers
- Authored Application Standards, Usability Study and Test Plan documentation

MICROSOFT CORPORATION — REDMOND, WA
Web Programmer

Jan 2000 - Feb 2001

- Development lead for advanced web applications for internal departments. Duties include application prototyping, programming interface, database design, and UI implementation using DHTML, ASP, SQL and ADO. Applications used features such as dynamic menu system, advanced form validation, shopping cart, FileSystem object parsing engine, Active Directory security, admin utilities, file upload, and dynamic content control
- Developed using beta technologies such as Windows Media 8, ASP.NET, IIS 6.0, Windows Whistler (XP), Windows Powered, SQL Server 2000
- Media director for several multimedia projects. Duties include asset coordination, recording, photography, video and audio editing, digital encoding, and publication.

MAX COMMERCE — ALPHARETTA, GA
Senior Web Developer

Jul 1998 - Jan 2000

- Developed and maintained advanced websites using ASP, JavaScript, VBscript, CSS and DHTML. Duties include conceiving with Photoshop, prototype implementation, UI programming, SQL database design and integration with ASP. Developed custom Content Management System for clients to generate dynamic online content.
- Implementation and management of Linux Apache and Windows IIS Servers
- Authored technical documents and manuals for client projects

HEWLETT PACKARD — ATLANTA, GA
IT Engineer

Feb 1996 - Jul 1998

- Provided third-level support for hardware and software configuration issues, ISDN, NT Server administration, application and printer support for LANmanager, Lotus Notes, Windows 95 and NT 4.0
- Administered user accounts, server and NT domain issues
- Remote Access Support using ISDN and analog modems
- Authored technical and procedural manuals
- Performed hardware and application compatibility testing and developed standard configuration strategy
- Assisted development of migration tools to Windows NT 4.0 platform