

Contact Information:

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□ Professional Experience:

VP, Technology, SoftOrigins, Inc., Philadelphia, PA / New York City, NY.
www.softorigins.com

Feb. 2007 – Present

Manage and lead Web and interactive projects for this start-up provider of integrated application development, interactive, and Web technology solutions.

- Manage Web development and interactive projects
- Develop project plans, specifications, application prototypes/wireframes
- Manage project change orders and impact analysis
- Develop RFP responses, proposals and estimates
- Conduct business process and requirements analysis
- Contribute to new business development as a technical representative
- Oversee project teams
- Contribute to user interface, design and development efforts
- Contribute to application and Web site testing efforts

Director of New Media, Zigzag Net, Inc., Philadelphia, PA.
www.zigzag.net

Oct. 1999 – Oct. 2006

Oversee production of Web and interactive projects for this provider of integrated marketing, graphic design and Web technology solutions. Manage clients ranging from Global 500 corporations to non-profit organizations.

- Managed Web and interactive communications project from initial consultation through successful launch
- Developed and maintained long-term client relationships
- Created and monitored schedules, deliverables and internal and vendor resources to deliver projects on time and on budget
- Develop and manage departmental process and quality assurance measures
- Developed user interface, general architecture and navigation systems for client Web sites
- Conducted search engine optimization (SEO) and search engine marketing (SEM) efforts for clients and employer, including traffic analysis and reporting
- Provided short- and long-term Web strategy for clients
- Developed RFP responses, proposals and cost estimates
- Acted as technical representative in sales efforts with potential clients
- Managed company-wide hardware and software purchases and related vendors
- Managed and trained junior developers and interns
- Developed and/or edited client and in-house marketing and sales materials
- Contributed to technical innovation and overall business direction

Key Accomplishments:

- Designed a patent pending Web application for lead disbursement and management within the real estate market
- Planned and managed the development of a custom eLearning and assessment application for the Delaware County Police Department
- Planned and managed the development of a custom, Web-based content management system (CMS) product
- Successfully completed over 100 Web-related projects for corporate, non-profit, municipal and small- and medium-sized business (SMB) clients in diverse markets

Web Developer, Zigzag Net, Inc., Philadelphia, PA
www.zigzag.net

June 1999 – Oct. 1999

Develop Web and multimedia projects for a corporate, educational and non-profit clients.

- HTML/DHTML/CSS development
- Graphic manipulation and optimization
- Creation of QuickTime VR movies, Streaming Media files (WMV and Real Media)

Content Manager, Information Systems and Computing, Univ. of Pennsylvania
<http://gort.ucsd.edu/newjour/>

Jan. 1997 – June 2001

Develop content for the *NewJour* archive of new electronic journals and newsletters. *NewJour* was the largest such Internet archive in existence during the 1990s.

- Research current and emergent electronic publications
- Track upcoming e-publication releases
- Monitor e-publishing industry trends
- Create and edit written content for listserve and online archive

Freelance Web Designer/Developer

Sept. 1994 – Present

Provided Web design and development services to select regional clients including Rohm & Haas, University of Pennsylvania, W.W. Norton, Stewart's Restaurants, Pleasant Motors, Powelton Properties, Question & Answer Knowledge Market (QAKM), Surety Bond Associates, Donnelly Creative Services and S.T. Hudson Engineering.

□ **Proficiencies:**

- Project Management
- Team Management
- Web Design & Development
- Information Architecture
- Proposal Writing
- Web Application Design
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Direct Email Marketing
- Client and Vendor Management
- Copyediting
- Technical Writing
- HTML/XHTML
- DHTML/Javascript/CSS
- User Experience Engineering
- Usability Engineering

□ **Skills:**

- HTML/XHTML/CSS/Javascript
- Macromedia Dreamweaver
- Macromedia/Allaire Homesite
- Adobe Photoshop
- Macromedia Fireworks
- Sorenson Squeeze
- Real Helix
- Sound Forge
- Various software packages for 360° view and flat panorama creation
- Adobe Acrobat
- MS Office Suite
- MS Project
- MS Visio
- Axure RP 4.6 (application rapid prototyping tool)
- Windows OS (95/98/NT/2000/XP)
- Mac OS (7.51-9.22, OS X)
- Basic Unix/Linux
- FTP, Telnet, SSH
- Installing, troubleshooting and upgrading PC and Mac hardware and software

□ **Education:**

University of Pennsylvania, Philadelphia, PA
College of Arts and Sciences/College of General Studies

Major: History of Art (19th and 20th century)
Secondary Major: English (Literary Theory).
Minor in Chemistry.

Graduate level studies in English, additional graduate and undergraduate coursework in Art History at Bryn Mawr College, Bryn Mawr, PA

Williams College, Williamstown, MA

Undergraduate study with emphasis in the natural sciences (biochemistry, chemistry, biology).

□ Activities:

- **Editor-in-Chief**, *Other Voices – The eJournal of Cultural Criticism*, January 1997 – Present
An award-winning, peer-reviewed, academic journal. Initially published at the University of Pennsylvania. Founding editor.
<http://www.othervoices.org>
<http://dept.english.upenn.edu/~ov>
 - Oversee all operations of the journal
 - Manage and maintain web site and server resources
 - Develop peer-review network and manage peer-review process
 - Manage editorial group and delegate editorial workload
 - Expand range of contacts on behalf of the journal
- **Contributing Editor**, *NMEDIAC - Journal of New Media and Culture* (<http://www.ibiblio.org/nmediac/>), 2002 – Present
- **Webmaster**, Council of Editors of Learned Journals (<http://www.celj.org>), 2001 – 2003
- **Board of Governors**, International Consortium for the Advancement of Academic Publication (<http://www.icaap.org>), 1998 – Present
- **Assistant Curator**, "Networking Artists and Poets: Assemblings from the Ruth and Marvin Sackner Archive of Concrete and Visual Poetry," Van Pelt Library, University of Pennsylvania, exhibited May-July 1997 (<http://www.library.upenn.edu/exhibits/rbm/network/index.html>)
- **Founding and Planning Committee Member**, Kelly Writer's House (http://en.wikipedia.org/wiki/Kelly_Writers_House), University of Pennsylvania, 1996-1999
- **Member**, Philomathean Society (literary society), 1995 – Present
- **Editorial Staff**, *Philomel* (literary magazine of the Philomathean Society), 1996-1997

□ Honors and Awards:

- College Alumni Association Research Grant, "Assembling Art: A Decentered Aesthetic," 1996-1997
- Milton Selig Scholarship in the History of Art, 1994-1995
- Thune Travel Fellowship, History of Art, "Edward and Nancy Reddin Kienholz: Assemblage, Allegory and Aesthetic Experience," and "Art Nouveau and Early Modern Architecture," 1994-1995
- National Merit Scholar, 1988-1992