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PROFESSIONAL SUMMARY

I am currently employed as Senior Web Developer at a national nonprofit organization and working on freelance web and writing projects. In addition to planning and implementing many websites as a web designer and developer since 1997, I have published two books and several articles in my field, developed curriculum for adult technology education, and taught web development in professional, government, and university settings.

EMPLOYMENT HISTORY *Note that some of these positions were contract employment.*

Co-op America, Washington, DC: October 2004 - present

Senior Web Developer

Core job responsibilities:

- Work as national nonprofit organization's senior web specialist to maintain, improve, and add to the main brand website, which is primarily powered by ColdFusion and SQL Server. The website (*coopamerica.org*) contains more than twenty subsections and thousands of interior pages.
- Design, redesign, and produce new and existing sections and elements of the website, from dynamic tools such as surveys and tell-a-friend forms to custom graphics and designs for Co-op America's brands and campaigns.
- Serve on Internet Strategies Team with members of the executive, marketing, and technology teams to plan and implement long-term fundraising, outreach, and social change goals through the Internet. Help the team find ways to both measure and maximize the success of online campaigns and appeals.
- Serve as active member of technology department and contribute to systems integration and technology planning for staff of 40-50 employees and membership database of 100,000+ donors.
- Provide consultation and web development support to staff members associated with allied organizations such as the Social Investment Forum, the Fair Trade Federation, and Green Festival.
- Supervise Assistant Web Developer's performance of routine web updates, search engine optimization (SEO) plans, production of web traffic reports, and weekly production of HTML email newsletter, special email announcements, and fundraising appeals.

Key Accomplishments:

- Implemented redesign of Co-op America's main website, combining the content of about ten smaller websites into a single established brand. The website redesign included a consumer-to-business directory of green businesses, online campaign actions, live credit card donations, email newsletter subscriptions, and more. Assisted executive team and staff with the planning and web strategy for this website redesign project.
- As liaison to outside web designer, facilitated the redesign of Co-op America's HTML email newsletter with the feedback and direction of executive and marketing team. Produced templates for mass emails.
- Worked with outside web designer to design Co-op America Business Network (CABN) website. Produced XHTML/CSS/ColdFusion design. Assisted CABN team with planning and content strategy.
- Worked with interdepartmental task force on a redesign the *National Green Pages*, our print and online business-to-consumer directory of green businesses. (This project is still in progress.)

Digital Division, Alexandria, Virginia: November 2000 - present

Senior Web Developer, Project Manager, Technical Instructor, Training Course Developer

- Worked as project manager and lead ColdFusion programmer for *STAR.com* website redesign and website maintenance primarily using ColdFusion, SQL Server 2000, and XML. The completed website project included a national ATM locator, a multi-tiered password-protected extranet, and full content management.
- Developed online interactive menu, ordering, and payment system with credit card processing for *Occasions Caterers Corporate Catering* division using ColdFusion and JavaScript.
- Contributed to varying web projects as needed including an online legal bookstore, web-based calendar and events management system, and job listing database for large nonprofit professional organization.
- Authored courses for professional classroom training for *Digital Division* on PHP, Cascading Style Sheets, JavaScript, Perl CGI, and Web Accessibility with Dreamweaver.
- Developed and wrote content for e-newsletters, brochures, and web pages including press releases, promotional copy, and technology news articles.
- Served as technical editor for training materials on topics such as ColdFusion, XML, HTML, and Dreamweaver.

- Composed and presented web project proposals, including writing marketing copy, creating time and cost estimates for large web projects, and pitching proposals to prospective large clients.
- Assisted in writing the firm's email newsletter for our past, current, and prospective clients and students.
- Taught Dreamweaver, Fireworks, Photoshop, HTML, Web Accessibility, XML, PHP, JavaScript, and Perl CGI to adults in PC training labs to professional adults.

The Corcoran College of Art and Design, District of Columbia: May 2002 - July 2003

Adjunct Faculty Member in Department of Graphic Design

- Taught *Web Design with Dreamweaver* in Macintosh computer labs to degree-seeking and adult students.

Peregrine Hardware & Software Integration, Fairfax, Virginia: September 2001 - January 2003

Web Developer, Perl Programmer

- Developed online race tickets and hospitality package ordering system for management of corporate giveaways for *Mobil1 Racing Team* with Perl and MySQL database.

PickTheHits.com, Fairfax, Virginia: September 2001 - May 2002

Web Developer, Perl and PHP Programmer

- Maintained music industry funded streaming audio website using Perl, PHP, and MySQL.
- Developed an online song-rating contest and opt-in mass mailer using Perl and MySQL.

PSINet, Ashburn, Virginia: January - November 2000

Web Developer, Web Server Administrator, Perl Programmer

- Designed, programmed, and maintained task management extranet for coordinated systems administration teams and project managers using Perl CGI and Berkeley DB files for *PSINet's* largest hosting clients.
- Set up and maintained Apache/Unix (Solaris) web servers to host task management extranet sites.
- Maintained documentation intranet with ColdFusion.

TV on the Web, Reston, Virginia: February 1999 - January 2000

Web Developer and Designer

- Designed streaming audio and video websites for *TV on the Web's* online video network.
- Developed and implemented custom JavaScript code to tailor client-side content to all browsers.
- Created coding standards and documentation for ten-member web development team.

1-800-LUGGAGE, Alexandria, Virginia: May 1998

Advertising Intern

- Prepared digital product photos for publication in newspaper ads, print catalog, and online store.
- Laid out weekly newspaper ads.

Cox Farms, Centreville, Virginia: March 1997 - August 1998

Webmaster, Newspaper Advertisement Designer

- Designed and built small business website for local, family-owned farm.
- Designed a series of weekly newspaper advertisements for publication in the *Washington Post*.

BackOffice Central, Great Falls, Virginia: August 1997 - May 1998

Managing Assistant, PC Support Specialist, Printing Specialist

- Assisted customers with digital photo output and layout of brochures and business cards.
- Provided PC support to small business customers.

PUBLICATIONS AND WRITING ACCOMPLISHMENTS

- Author of *Palm PDAs for Visual Learners*, Visibooks, 2004 (2nd edition) and 2001 (1st edition).
- Leading author of *JavaScript Programmer's Reference*, Osborne/McGraw-Hill, 2001.
- Wrote feature articles for *Web Review/Dr. Dobbs*, a magazine for web professionals.
- Authored classroom training courses for *Digital Division* on PHP, Cascading Style Sheets, Perl CGI, and Web Accessibility with Dreamweaver.
- Extensive blogging experience, 1999 - present, particularly with technology and dining reviews. (See *electronzoo.com* and *smallpicture.org*.)

PROFESSIONAL SKILLS AND EXPERTISE

Core Professional Expertise:

- **Web design and development**
- **Writing and editing articles, coursework, and books**
- **Teaching classroom courses**

Technical Skills:

- **Web Oriented Programming Languages:** ColdFusion, PHP, JavaScript, Perl CGI
- **Web Page Authoring:** HTML/XHTML, Cascading Style Sheets (CSS), DHTML, XML, XSL
- **Web Development Software:** Dreamweaver, Flash, Contribute
- **Web Graphics Software:** Photoshop, Fireworks, Acrobat, Illustrator, GIMP for Linux
- **Web Server Environments:** Open Source LAMP (Linux/Unix with Apache, PHP/Perl, and MySQL), Windows Server (with ColdFusion or ASP and SQL Server).
- **Databases:** Microsoft SQL Server, MySQL, Microsoft Access
- **Other Programming Languages:** Unix/Linux shell scripting, some Java and C++ in college
- **Operating Systems:** Windows, Unix (Solaris, FreeBSD), Linux, DOS, Mac OS
- **Other Enterprise Software and Content Management:** Lyris ListManager, WebTrends Analysis Series, Wordpress blogging software, Blogger templating markup, integration of ColdFusion with CommonSpot CMS

Other Professional Skills:

- **Writing for the Web:** I have created and edited volumes of written web content for the Internet since 1996 and am well-versed in best practices for writing for the web, and have written and lectured on this topic several times. (See my article at xiann.com/features/webwriting for an overview I wrote.)
- **German Language Skills:** Extensive personal experience, roughly five years of education, and completion of a culture and language program at the *Goethe Institute* in Berlin, Germany at the advanced level in July, 2000.
- **Organizing Networking Events:** Experience organizing casual networking lunches and happy hours as a volunteer for DC Web Women and Co-op America.

EDUCATION AND PROFESSIONAL TRAINING

University education:

- **George Mason University**, Fairfax, Virginia: January 2001 - May 2004. Bachelor of Arts, History.
- **Northern Virginia Community College**, Annandale, Virginia: August 1997 - December 2000. General and technical curriculum including Java, C++, Computer Graphics, OO Design, and German.

Other relevant training and notable conferences:

- **Gotham Writer's Workshop**, New York City: 2006. *Humor Writing 1* was a ten-week class that helped me polish the humor in my technology reviews and other short pieces.
- **2005 Nonprofit Technology Regional Convention**, Washington, DC: 2005. Attended workshops on collecting online donations, creating viral messages, and integrating donor data with an organization's website.
- **User Experience 2001**, New York City: 2001. Attended workshops on best practices in web usability focusing on e-commerce, accessibility, and the skimming/reading patterns of computer users with on-screen text.
- **Digital Division**, Alexandria, Virginia: 2001. *Web Programmer Boot Camp* is both a class and a certification that enforces skills in ColdFusion and Access database integration.
- **Westlake Internet Training**, District of Columbia: 2000. *Web-to-Database Integration with Perl* is both a class and a certification that enforces skills in Perl and MySQL integration.

REFERENCES

As a courtesy to my references, their information will be provided only on request.