

## Experience

### **Director of Web Services (Interim)**

Full-time: 09/2013 – Current

Fort Lewis College, Office of Marketing & Communications  
Durango, Colorado

- **My duties are currently the same as below with the following exceptions**
  - Directly manage the day-to-day operations of the web team and our short and long-term projects
  - Manage one employee, our Search Engine Optimization Coordinator

### **Senior Web Developer**

Full-time: 08/2011 – Current

Part-time: 08/2008 - 08/2011

Fort Lewis College, Office of Marketing & Communications  
Durango, Colorado

- Develop and maintain branded web sites for academic and administrative departments
- Use analytic data, research, and years of web site design and development experience to plan and implement web site navigation structures and page content that maximizes the end user's experience and meets the organization's goals
- Provide digital graphic design, web site design, and copy editing support to Fort Lewis College faculty and staff charged with maintaining their department's web presence
- Design and create custom web site templates for use in the college's content management system
- Research keywords and phrases and edit content to optimize the college's web site for Google, Bing, and Yahoo organic search
- Design and develop targeted landing pages that are focused on the organization's goals and created to maximize conversions
- Oversee the research, design, and implementation of digital ad campaigns in Google AdWords and Facebook
- Provide expertise and leadership to decision makers on existing and emerging digital marketing tools and techniques
- Plan, organize, and conduct workshops for the faculty and staff to train them on the proper use of the College's content management system as well as best practices for web page creation and updating
- Conceive and implement new and innovative programs and web design features that help drive traffic to the web site and enhance the user's experience
- Work with the Social Media Coordinator to maintain the College's social media presence
- Manage the web team projects and supervise web team personnel

**Media Coordinator & Graphic Designer**

Part-time: 08/2005 - 8/2011

Fort Lewis College, Department of Theatre  
Durango, Colorado

- Created and implemented marketing campaigns for all performances and fundraising events
- Supervised a team of up to three work-study students each academic term
- Designed and created print materials for theatre productions and student recruitment including posters, theatre programs, departmental brochures, student handbooks, and newsletters
- Designed, created, and maintained the Theatre's web site including coding HTML, creating cascading style sheets (CSS), writing and editing copy, and creating and editing web site graphics
- Wrote and sent press releases and email notifications about theatre performances and events to the media and theatre patrons
- Created and maintained the Department's Facebook page
- Managed photography and print jobs from initial quote to final billing
- Managed the front house operations, online and onsite ticket sales, and concessions for all performances
- Organized multi-day trips for faculty and students to high school fairs and college theatre festivals
- Created and implemented a marketing plan, setup an online registration process, and scheduled classes and events for the 2009 Rocky Mountain Theatre Association Festival
- Wrote grant applications for the Fort Lewis College Foundation, Ballantine Fund, Gay & Lesbian Fund for Colorado, Colorado Creative Industries and the Durango Friends of the Arts
- Organized fundraising campaigns and events
- Performed general administrative duties

**Web Site Designer & Developer - Sole Proprietor**

Part-time: 08/2005 – 08/2010

Full-time: 05/2001 – 08/2005

Kadera.com Web Design, Durango, Colorado

- Designed and created original web site layouts, logos, and graphics for small businesses and nonprofits
- Created and maintained web sites using HTML, javascript, cascading style sheets, PHP scripting, and Classic ASP scripting
- Created and edited database files in Microsoft Access and MySQL for data-driven web pages
- Redesigned and repaired existing websites by creating new graphics, fixing coding errors and broken links, and improving accessibility and search engine optimization
- Managed client expectations, web hosting contracts, domain name registrations and other accounts related to web design, email, and hosting
- Performed client billing

**Web Site Designer & Developer**

Full-time: 06/1999 - 05/2001

MTH Electric Trains, Columbia, Maryland

- Designed and created original web sites and graphics
- Created animated web sites and other multimedia projects with Macromedia Flash

- Created and maintained web sites using HTML, javascript, cascading style sheets, and Classic ASP scripting

## Web Site Designer & Developer

Full-time: 07/1998 - 06/1999

Allied Technology Group, Rockville, Maryland

- Conceptualized and designed original web sites for the Department of Education
- Created logos, buttons, horizontal bars, animated gifs and other images for the US Department of Education's Website
- Programmed and edited HTML and JavaScript for web creation and maintenance

## Graphic Artist

Full-time: 07/1996 - 07/1998

MTH Electric Trains, Columbia, Maryland

- Managed the artwork production on the complete MTH model train product line
- Designed and created art for catalog samples and final production of train related products
- Organized database of cars and logos for production of catalogs and merchandise
- Worked with service bureaus to ensure proper output of film and printing of publications and merchandise

## Volunteer Work

- Provide web design and development, and ongoing website maintenance for:
  - Four Corners Office for Resource Efficiency (4CORE)
  - Frosty Pines Wilderness Education Program
  - Spring Creek Horse Rescue
  - The Garden Project of Southwest Colorado
  - THRIVE! La Plata County Living Wage Coalition
- Taught a Social Media Marketing class for the Professional Nonprofit Management Certification Program at Fort Lewis College
- Held board positions at the following nonprofits:
  - Friends of the Theatre - Secretary, Board Member
  - Four Corners Gem & Mineral Club - President, Board Member

## Education

### 05/1995: Graduate, Bachelor of Science

#### Towson State University, Towson, MD

Major: Mass Communication  
Minor: English  
Overall GPA: 3.82, Summa Cum Laude

## Continuing Education:

In addition to my degree, I have taken part in the following courses and workshops more recently:

Ongoing: Professional Nonprofit Management Certificate Program – Fort Lewis College  
04/2013: Higher Ed Branding & Marketing Institute - CASE  
09/2012 – 04/2013: Seven Habits of Highly Effective People – Fort Lewis College  
01/2012: Search Engine Optimization Workshop – AMA  
11/2011: DotNetNuke Conference & Module Workshop – DotNetNuke Corp.

## Veteran Status

08/1986 – 01/1990 Security Policeman  
United States Air Force