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Objective **Web Producer/Project Manager.** Contribute extensive technical, production, and management skills in the web and traditional publishing industry to your online product.

Summary

- 9 ½ years experience in production and project management for high-visibility, high-volume e-commerce websites
- Proactive on-time completion of multiple web-based initiatives by integrating the needs and resources of creative, front- and back-end engineers, marketing, QA, CS, writers, and IT managers
- Detail-oriented, strong research, analyzing, testing, planning and reporting skills
- Multi tasker in a fast-paced results- and revenue-driven environment
- Strong written and verbal communication skills
- Self-motivated team player

Job History **Cengage Learning (formerly Thomson Learning),** Belmont, California 2007 current
Cengage Learning delivers highly customized learning solutions for colleges, universities, professors, students, reference centers, government agencies, corporations and professionals around the world. Current trends include creating media-neutral content through XML technology, and developing hybrid and customized media.

Content Project Manager – Global Production and Manufacturing Services

- Manage offshore vendor services
- Coordinate compositing, manufacturing
- Control budget, specifications, schedules
- XML Project Property Forms for concurrent and post-production tagging
- Works collaboratively with editorial, manufacturing, archivists, art directors, project managers, and authors

ErgoDirect, San Carlos, California 2007
ErgoDirect is an eCommerce site offering ergonomic solutions for computer users

Web Project Manager, Web Producer

- Web Design
- Permission-based email marketing
- Research software
- Content management system
- Photoshop
- Copywriting
- Marketing development
- Product research
- SEO

FriendFinder, Palo Alto, California 2004 to 2006
FriendFinder, Inc. is the world's largest operator of dating and social networking websites with over 30 million active members. FriendFinder, Inc. offers over 20 multicultural sites in 10 languages, and has 3,000 affiliates. It also powers online dating personals for websites such as SFGate, The Onion, LA Weekly and Salon.

Project Manager, Web Producer

- Produced functional specifications for new and/or enhanced features
- Goal = leanest, leveraged back-end solutions
- Administered 10 A/B tests per month
- Managed 12 bi-weekly projects per month
- Managed 8 cross-functional teams per month
- Contributed to Wiki knowledge base
- Authored Help and customer service training documents

CMC Consulting, Redwood City, California

2004 to 2004

Assisted companies to improve natural rankings through search engine optimization, and presentation through UI improvements.

- 2 new websites launched
- 1 new client the first month

INVESTools, Inc., Menlo Park, California

1995 to 2004

Investools, Inc. is an e-commerce website which provides investment education and advice in the form of newsletters, hotlines, workshops, online tools, and special reports to individual investors.

Web Production Director

- Increased number of titles from 17 to 40 per month, achieved profitability within 3 months, generating 1.2 million annually
- Managed content acquisition, production and publishing of investment material on the web, and via HTML email marketing
- Establish and maintain relationships with publishers, in house and third party marketing persons
- Built web pages from specifications designed by database administrators and web developers
- Hire, supervise, train junior staff
- Co-create design deliverables with in-house and third party staff
- Project management, multi-tasking
- Deployed content on *to-the-minute* timetable concurrent with market close

Bioventure Publishing, Inc., San Mateo, California

1993 to 1995

Publishing company serving the biotechnology community through 1 monthly magazine and 2 monthly multi-page reports

Production Manager

- Collaborated with editor, art director, printer, salesperson, and vendors
- Managed, sold and produced reprints of magazine articles, generating a 40% profit
- Designed department guidelines
- Conceptualized and implemented improvements in the pre-press processes, saving time and money
- Established procedures for providing subscriber-based dial-up database access, and early web presence in 1994, increasing visibility and accessibility

Areas of Effectiveness

TECHNICAL KNOWLEDGE

- Understand tagging and templating systems, and have working knowledge of the relationship of scripting and MySQL to dynamic web page delivery
- Mastery of hand-html coding, and a basket of web-publishing software (HTML, CSS, FTP)
- Knowledge and experience with web-optimized graphics and cross-browser issues (banners, collateral marketing images, illustrations)
- Utilize PDF technology for content delivery and communication
- Have written reference material: S.O.P.'s, FAQs, training documents, knowledge base, Help, templates
- Software assessment, procurement, deployment
- Content management system usage and editing
- Project management software

COMMUNICATION

- Responds to the varying needs of a variety of personalities
- Collaborate with web developers, editors, QA, writers, and management staff

ORGANIZATION

- Timeline supervision and control
- Analytical maturity
- Work cross-functionally with various departments
- Process-oriented
- Project management skills (prioritization, scheduling, trafficking, reporting, testing, resource allocation, post-mortem)

MOTIVATION

- Independence in judgment
- Solution driven
- Sense of responsibility
- Ongoing practice of self development

ONLINE MARKETING

- Ability to translate marketing concepts into working pages
- Problem solving on UI issues
- Cost effective solutions
- Strategy and testing
- Affiliate and sponsored link programs
- Client-centric focus

Tools

Dreamweaver 8.0	Microsoft Word	Microsoft Excel
Microsoft Power Point	TopStyle Pro	CuteFTP Pro 3.3
Cute HTML	PageMaker 6.5	QuarkXpress 4.04
Photoshop 7.0	WinZip 7.0	Corel Word Perfect
Snag It 7	Internet Explorer 6.0	Netscape
Mozilla Firefox	HTML Validator Pro	Unity Mail
Adobe Acrobat, Reader, and Distiller	BBEdit	Acrobat 9 Pro

**Education
Certificates**

Cañada College, AA English Literature
Professional Effectiveness Program, Novaworks