

MICHAEL J. BILLINGS

9 North Summit Avenue • Chatham, NJ 07928
(973) 665-9377 • mjbillings@yahoo.com

An accomplished web editor and manager with excellent communication skills and technical ability. Successful at identifying the needs of a diverse audience to deliver a valuable blend of information and functionality. A proven record of organizing people and managing assets to produce effective online media.

PROFESSIONAL EXPERIENCE

CONTENT MANAGER / WEB EDITOR

Bigpipe Inc. - Chatham, NJ

Mar. 2000 – Aug. 2002

Managed all operations for a business-to-business web site catering to the cable television industry. Hands-on position typically requiring direct coding of HTML pages and the application of DHTML elements. Converted Quark files for use on site. Created and edited images with Photoshop, and PDF files with Acrobat. Designed banner advertisements. Updated site daily with content from a variety of sources including original material, and published a daily e-mail newsletter. Ensured consistency, accuracy, quality and international character of all site content. Continually improved usability and developed new content strategies. Maintained ongoing site search-engine optimization, and managed relations with a number of affiliate partners. Acted as project manager for all new web-based initiatives. (www.bigpipe.com)

- Managed the launch of an online directory of cable systems that offered key B-to-B data to cable programming networks, and hardware and service providers.
- Coordinated a complete site re-design that improved usability and expanded functionality.
- Boosted user visits by 700%, page views by 400%, and average length of visit by 200%.
- Launched a daily e-mail newsletter that grew to 14,000+ subscribers.

PUBLICATIONS EDITOR

Jefferson Medical College - Philadelphia, PA

Dec. 1998 – Feb. 2000

A project-management position involved with all of the College administration's publications — web-based and print — including its annual report, course catalog, and student and faculty handbooks. Primarily responsible for authoring HTML versions of all online publications. Designed and developed several department's web sites, using HTML, from the ground up. Consulted on web sites for additional administrative and academic departments. Created and edited images with Photoshop, and PDF files with Acrobat. Active member of the parent University's Web Committee. (www.tju.edu/jmc/)

- Cut printing costs in half over two years by putting more administrative publications online.
- Improved administration-to-student communication by producing web sites, from the ground up, for the college's Financial Aid Department and Registrar's Office.
- Coordinated efforts to produce a detailed institutional self-study and summary report for the college's LCME accreditation.
- Wrote the Dean's speech for graduation.

EDITOR / MANAGING EDITOR / ASSOCIATE EDITOR

National Business Media - Broomfield, CO

Oct. 1993 – Nov. 1998

Joined company as associate editor of Printwear Magazine, a respected business-to-business magazine for the apparel-graphics trade. Rapidly expanded responsibilities, eventually assuming overall control of the publication. Managed the entire editorial flow from making assignments to contributors and staff writers, contracting for photography and art production, supervising cover design and page layout, and providing final sign-off. Oversaw the development of the magazine's web site. (www.nbm.com)

- Initiated efforts to publish web-based supplementals to printed magazine articles.
- Launched a related magazine, trade show and web site for the display-building industry.
- Mentored an entry-level associate editor, who eventually matriculated to an advanced journalism degree program.

EARLY CAREER HISTORY

Editorial Assistant - Valley Forge Press, Valley Forge, PA (1992-1993)

Reporter - Delaware County Daily Times, Primos, PA (1991-1992)

EDUCATION

Lafayette College, Easton, PA - Bachelor of Arts, English Literature

SKILLS

Production and Design Skills:

Content Management / Editorial	11 years
Project Management	9 years
Web Design	4 years
Web Usability	4 years
Graphics & Design	3 years

Software Skills (partial list):

Adobe Acrobat/Distiller	4 years
Adobe PageMaker	4 years
Adobe Photoshop	4 years
DoubleClick DART	2 years
Extensis BeyondPress (Quark-to-HTML converter)	2 years
Interwoven Team Site	working knowledge
Macromedia Dreamweaver	2 years
Macromedia HomeSite	4 years
MS Access	2 years
MS FrontPage	4 years
MS Office (Excel, Outlook, PowerPoint, Word)	8 years
MS Project	2 years
Quark Xpress	2 years
WebTrends	2 years

Programming Skills:

ASP (editing)	2 years
CSS (editing)	2 years
HTML	4 years
JavaScript (editing)	2 years
XML	working knowledge