

profile

Social Media Specialist – avid blogger and social media enthusiast with substantial online credibility, excellent writing skills and experience in developing multiple company brands, customer communities and delivering business results using web technologies, viral marketing, and social media platforms.

Digital Media Professional – passionate producer of digital still photography for stock, commercial, catalog and portraiture; accomplished in digital video & audio production, editing and script development with all the requisite equipment.

Creative Designer – extensive experience in web design, graphic design and UI design for web sites, brand and corporate identity, retail advertising, and sales collateral in the retail, high-tech and professional services industries.

Versatile Technical Consultant – experienced with SEO/SEM, systems analysis, business process analysis and reengineering, database design and practical programming expertise across multiple object-oriented languages and platforms in the wine, telecommunications, manufacturing, and technical services industries.

career history

THE GIVING DEAL • MELBOURNE, VICTORIA, AUSTRALIA

Information Technology Director

2010 - 2011

Responsible for overall information technology strategy, systems architecture, operations, security, and development life cycle of a startup social group-coupon/charitable-giving web site.

- Selected, configured and implemented cloud computing resources to support a highly-scalable multi-tiered web architecture with secure transaction processing.
- Designed and developed database and web site to support user, charity & business account management; deal generation, scheduling and payment processing; site metrics and sales reporting; shopping cart and secure credit card processing using Ubuntu LAMP stack and JQuery API and UI.

VINTAGE WINE ESTATES • SANTA ROSA, CALIFORNIA, U.S.A

Social Marketing Director

2009 - 2010

Responsible for the social marketing strategy and content production of 8 different brands, each with a distinctive voice, including a direct-to-consumer winery and wine accessories brand, by creating communities on Facebook, Twitter, YouTube, blogs and other social media platforms.

- Developed social and digital media strategy and editorial calendar to support marketing efforts.
- Content producer, editor and author of compelling blog articles for 3 different brands, increasing followers and blog views over 80% monthly, and delivering measurable business impact through increased conversions and conversations.
- Copywriter of email ads resulting in as much as a 30% click-thru rate and a 1000% increase in sales of featured items and 300% increase in sales of non-featured items.
- Scripted, shot, edited and produced over 50 engaging short videos featuring winery staff, winemakers, customers and products to drive more traffic to blogs and e-commerce sites.
- Successfully launched, promoted and generated buzz for a new wine brand aimed at millennials outselling all other brands in the tasting room during the first several months.

AMERICAN GREETINGS / PHOTOWORKS • SEATTLE, WASHINGTON, U.S.A

Web UX/UI Design Lead

2008 - 2009

Collaborated with business management and marketing to develop a consumer-oriented e-commerce web site and user community for a web-based digital printing and publishing company.

- Championed usability and the user experience through leadership of and knowledge transfer to 4 developers and 3 graphic designers in a highly-collaborative agile production environment.

career history (continued)

- Developed visual and UI specifications, functional requirements, hi-fidelity wireframes, mockups, stylesheets and page templates for production designers and developers.
- Transformed obsolete coding practices to more industry standard best-practices to improve SEO, browser compatibility, scalability and responsiveness.
- Restructured e-commerce site architecture and navigation to improve usability and conversion.

THE REGENCE GROUP • SEATTLE, WASHINGTON, U.S.A

Senior Web UI Designer

2006 - 2008

Worked closely with marketing teams to transform requirements into award-winning interactive web sites that are user-friendly, maintained consistent styles, used best-practices coding and improved universal search visibility.

- Responsible for requirements definition, visual specifications, UI redesign and formal UI testing of Regence.com, Agent Center, Online Service for Providers, and RegenceRx.com.
- Developed use case scenarios, documented visual and functional requirements, developed wireframes and mockups for the redesign of Regence.com and four state specific sites.
- My UI design won the eHealthcare Leadership 2008 Award of Distinction for Best Design.
- Produced engaging Flash components and integrated videos for various new product launches.

MARKETFITZ, INC. • SEATTLE, WASHINGTON, U.S.A

Web Marketing Consultant/Photographer

2004 - 2006

Provided web consulting, process analysis and design, web development and support, brand development, and professional photography in a marketing-oriented professional services agency.

- Analyzed, designed and developed content management and eCommerce sites using PHP, Mambo, Joomla, ZenCart and other customized open-source software.
- Developed and maintained dynamic web sites utilizing Flash, PHP and XML that allowed content to be added and maintained by the client while keeping a consistent interface.

AT&T WIRELESS SERVICES • REDMOND, WASHINGTON, U.S.A

Senior Web Developer

2000 - 2004

Consulted with internal clients, gathered requirements, produced specifications, designed, architected and managed projects for numerous multi-tiered information systems, corporate intranet portals and departmental web sites within an agile development environment. Defined web back-end database schemas, developed SQL queries and stored procedures, data normalization and performance tuning of MS SQL Server.

- Developed new processes and a web-based conversion tool that minimized unnecessary phone upgrades and saved over \$4 million during a 90 day transition period.
- Reengineered complex processes, designed, developed and implemented a marketing campaign management tool, saving \$6.5 million in consulting fees and reducing launch times from days to hours.
- Designed graphical look and feel templates and style sheets (CSS) for corporate intranet portals, content management systems and internal web sites that standardized a professional look and consistent user experience.

PHARE WEB CONSULTING • SEATTLE, WASHINGTON, U.S.A

Freelance Web Consultant

1996 - Present

- Contacted clients, developed plans, gathered requirements, researched technology, made recommendations and proposals, designed, architected, resourced and developed Internet web site projects—from concept to launch—for corporate identity, brand reinforcement, user communities, customer support and E-commerce.

clients*

- American Safari Cruises
- BIAS, Inc.
- Car Toys, Inc.
- Cartograph Wines
- Core Design, Inc.
- Dayton Contemporary Dance Co.
- Deer Stags Shoes
- Event Electronics, LLC
- Hewlett-Packard
- Illusionz
- Integrex, Inc.
- JC Penney Co., Inc.
- Lazarus Department Stores
- Microsoft Corporation
- MITS Corporation
- Owen-Sullivan Winery
- RAF Technologies
- Sears, Roebuck & Co.
- Sony Corporation
- Spectralux, Inc.
- Spectrum Dance Theater
- Stevedoring Services of America
- WEI Solutions

* Partial client list

education and training

ad:tech Conference • San Francisco, California
Wine Bloggers Conference • Walla Walla, Washington & Santa Rosa, California
Web Design World • Seattle, Washington
Microsoft Content Management Server • Redmond, Washington
Project Management Tools and Techniques • Seattle, Washington
JavaScript Conference / Apache Summit • Seattle, Washington
Web Marketing / Web Site Usability Seminar • Seattle, Washington
Computer Engineering • Wright State University • Dayton, Ohio
Urban Planning & Design • University of Cincinnati • Cincinnati, Ohio

miscellany

Top 10 finalist (out of 2000) for the Murphy-Goode Winery Wine Country Lifestyle Correspondent, a nationwide competition for a coveted social media position.

Grand prize winner, Wine Enthusiast Magazine's 2009 Decanter Design Contest

3 time recipient, AT&T Wireless Circle of Excellence Award, 2000, 2001, 2002

Editor and graphic designer for the manuscript, *Conflict of Loyalties* by NW Artist, Kamekichi J. Tokita that eventually was published as *Signs of Home, The Paintings and Wartime Diary of Kamekichi Tokita* by Barbara Johns

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