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Summary of Qualifications

Project Manager, Online Producer - Multimedia and Electronic Product Design, Training and Publishing

Employment History

Multimedia Producer and Web Developer

Boston Reed

1999 - 2003

- Production and management of all phases of online project planning, multimedia development, content creation and technical specifications.
- Managed internal and external developers and content providers, as well as, internal technical and non-technical team members.
- Designed the functionality of multimedia, dynamic, commerce enabled, educational and administrative web sites.
- Co-developed multimedia management systems and managed technical operations for the effective deployment of web sites to over 100 Adult Schools.
- Insured consistent operation of multimedia systems for Adult School partners and Boston Reed corporate web sites.
- Collaborated with internal sales agents and technical personnel to insure accurate online product and promotional information.
- Produced multimedia presentations, edited audio and video for training and marketing departments.
- Produced web site traffic reports and visitor data analysis to marketing staff for improving user experiences and increasing sales.
- Developed quality control processes for multimedia content creation, photographic and image manipulation for web and CD-ROM based projects.
- Implemented standards based archiving techniques for the back up, retrieval and restoration of ongoing and completed multimedia projects.

Programmer/Analyst II

Continuing Education of the Bar (CEB), Office of the President, University of California

1994 - 1999

- Assisted in the design and planning of the CEB commerce enabled web site, for the marketing and sales of over 350 publications and programs. The CEB web site continues to be responsible for over 50% of annual publication sales.
- Researched, co-designed and co-developed the award winning CEB Practice Libraries® software program. (FolioVIEWS® based CD-ROM legal research software).
- Researched, co-designed and co-developed, database driven electronic forms product, SmartLaser 2000. (Adobe Acrobat® based legal forms software).
- Managed technical support department for Practice Libraries® and SmartLaser 2000.
- Supervised internal publishing database conversion, text conversion, and electronic media production.
- Produced promotional content and interface designs for marketing and product sales web sites.
- Developed digital and analog content standards and data manipulation techniques for software products.
- Mapped and tracked electronic product feature sets and interface designs for version control of software releases.
- Archived and tracked product information, technical data and electronic files across multiple networks.
- Developed in-house systems for electronic product documentation.
- Provided training of new hardware and software systems for professional and lay staff.
- Coded HTML and JavaScript web pages for product sales sites, online technical data and program updates.
- Researcher of and liaison to outside vendors and UC approved contractors.

Senior Producer/Director

Continuing Education of the Bar (CEB), Office of the President, University of California

1988 - 1994

- Produced broadcast quality video and audio training programs.
- Directed, engineered and edited multi-camera programs throughout the state of California.
- Pioneered live teleconferencing and digital streaming media of legal education programs.
- Associate producer and designer of a multi-part, laser disc based, PC controlled, interactive courtroom training system, LawQuest™.
- Responsible for maintenance of all media department computers, video and audio equipment.
- Assisted in maintaining, cataloging and preserving both analog and digital media assets in the department's media library.
- Location photography and documentary production for special events and productions.

Education

San Francisco State University

- Bachelor of Arts, Broadcast Communication Arts

Technical Skills

- PC and Mac literate.
- Microsoft Office Product Specialist, Microsoft Project
- Adobe Product Specialist; Acrobat, PhotoShop and Premiere
- Macromedia Product Specialist; Dreamweaver, Fireworks, Flash and ColdFusion
- FolioVIEWS Product Specialist
- Working knowledge of ASP, CSS, HTML, Java, JSP, .Net, PHP, MS SQL, MySQL, Unix and XML