

Over seventeen years of experience in website development and management, with an excellent track record in team leadership, project management and process improvement.

Experience

Digital Content Manager

San Francisco AIDS Foundation (sfaf.org) 2009-present

SFAF fights the HIV epidemic in San Francisco, through direct client work and political advocacy.

This role involves both strategic and tactical responsibilities for the Foundation's online marketing presence across channels - over a dozen conventional websites, microsites, and sub-brand websites, email, Facebook and other social media, and SMS.

The position involves extensive use of metrics analytics, reporting, evangelization of best practices across departments, as well as vendor management and project management.

A secondary responsibility is oversight of foundation digital asset management, including a large photo and video library.

Key Accomplishments/Responsibilities:

- Redesign/ relaunch of multiple websites (including SFAF.org) including information architecture, vendor management, project management, content audit, content migration, search engine optimization.
- Oversight of variety of website management software, including Blackbaud/Convio, WordPress, Blogger.
- Online marketing strategy, assessment and channel-specific strategies for Twitter, Facebook, blogging, Google+, YouTube, etc.
- Extensive use of Google Analytics to drive website optimization and SEO, including Conversion Goals, Profile Management, and AdWords integration.
- Online fundraising via multi-channel appeal campaigns (email, web, social)
- Vendor selection, contract negotiations and oversight
- Oversight/management of 12 web properties, including HTML/CSS/Javascript coding, mobile/responsive design, Google Analytics installation/configuration
- Email marketing program management for house file of over 100,000, including message design, scheduling, list management, list building, audience segmentation, and personalization
- Setup and management of Google AdWords, up to maximum Google Grants spend of \$10,000 / month.
- Relunched print publications in digital formats
- Facebook Page fanbase growth
- Oversight of digital asset library of photo & video assets
- Oversight of event photography, including team of three photographers for AIDS/LifeCycle, collecting and processing tens of thousands of images

Senior Project Manager

Bella Pictures (bellapictures.com) 2008-2009

BellaPictures provides award winning wedding photography, and print services.

As Bella's Senior Project Manager, established project-tracking and development processes for the growing development team, and guided prioritization decisions for the management team.

Key Accomplishments/Responsibilities:

- Improved development team efficiency
- Improved executive visibility into work queue and project status
- Established more efficient, more transparent work-queue management
- Managed website feature development projects, from design to launch
- Managed database migration & Salesforce integration projects.

Project Manager

Kintera (kintera.com) 2005-2008

Kintera's primary product, Sphere, was a web-based enterprise software suite specifically targeted to non-profit organizations. Kintera and their software are now part of Blackbaud.

Key Accomplishments/Responsibilities:

- Completed PMP Certification
- Managed projects for national non-profit organizations, including the Ohio Democratic Party, Amnesty International USA, California State University, and Lance Armstrong Foundation, with as many as ten projects running concurrently
- Managed website designs, redesigns, launches and migrations
- Managed CRM database migrations, audits, and customizations
- Provided on-site training for client groups of up to 30 students, completing course curriculum and all related materials
- Created product and process documentation, customized to each client
- Created/maintained internal product knowledgebase

Manager, Web Development

PlanetOut Partners (gay.com) 2002-2003

Gay.com and PlanetOut.com were premier personals/portal websites targeted to the gay and lesbian community.

As manager of the web development team, guided a team of eleven to introduce new features and functionality into the sites with zero downtime, on aggressive schedules.

Key Accomplishments/Responsibilities:

- Defined and executed development process methodologies for team of eleven.
- Managed team of eleven developers building features & functionality for personals website and content publishing website.
- Introduced new approaches for project and work-queue tracking, as well as project definition.

Manager, Developer

CNET Networks (cnet.com) 1996-2002

CNET produces multiple award-winning, best-in-class, content-focused websites, including news.com and computers.com.

Several roles were held over six years, starting as a software developer, progressing to leading a large project, then leading a team of developers.

Key Accomplishments/Responsibilities:

- Managed resource allocation, career growth/development, hiring and staff reduction for team of 3-9 developers
- Managed relationships with multiple internal business partners, including collaborative product definition, and efficiency proposals
- Managed/executed multiple internal training programs
- Lead front-end development team for industry-changing site <http://www.computers.com> - relational DB schema design; functional requirements gathering; site architecture & detailed design; implementation with team of six
- Initiated and led task force to re-architect development/QA environments to better match growing team and new development methodologies

Education

PMP- Project Management Professional Certification

2008 – Project Management Institute

BS Computer Science

1996 – Binghamton University

Additional

Board of Directors – Homeless Childrens Network

President (2013-present)

Secretary (2009-2013)

Member (2006-2009)

Homeless Childrens Network (hcnkids.org) provides mental health services to homeless children and families in San Francisco. As Board President (and formerly as Secretary), am a member of the Executive Board - providing support and oversight for the Executive Director. Have also managed multiple fundraising events for HCN.