

Skills:

- + **DEVELOPMENT AND DESIGN:** Websites, apps, and prototypes. HTML, CSS, and JavaScript. Design, infrastructure, and sustainability. Mac OS, Windows, Linux, iOS, and Android. SEO with Google Analytics, AdWords, AdSense, and keyword analysis.
- User experience definition and user interface design: Research, prototyping, and production. Flows, user testing, and reports.
- Content management systems: WordPress, Drupal, Magento, Joomla, Tumblr, Amazon Web Services, WooCommerce, Jira, Confluence, Blogger, Movable Type, Cisco WebEx Social, Smartsheet, Salesforce Chatter, Assembla, and Basecamp.
- Social network engagement on Twitter, YouTube, Facebook, Instagram, Snapchat, Reddit, Sprout Social, and Hootsuite.
- + **PROJECT MANAGEMENT:** Agile, waterfall model, and Scrum methodologies.
- + **WRITING AND EDITING:** Editor, journalist, and curator for words, audio, and video. Directing, managing, and participating in editorial workflow for web and print. Long-form, blog posts, and social media. Associated Press and Chicago stylebooks. Producer, host, and engineer for radio broadcasting, video production, and podcasting.

Experience:

COMMUNICATIONS MANAGER: San Francisco Shakespeare Festival. <http://www.sfshakes.org>. 2018 - 2019. San Francisco, CA.

- Web development. Project management, back-end engineering, and content engineering on sfshakes.org.
- Email production. Email content creation, Salesforce list engineering, and managing KPIs/metrics.
- Social media engagement on Twitter, YouTube, Facebook, and Instagram. Content editing, strategy, and management.

CONTENT MANAGER: Trilogy Integrated Resources. <http://www.trilogyir.com>. 2016 - 2017. San Rafael, CA.

- Project management, database engineering, and content engineering on healthcare websites.
- Web development. Content editing, strategy, and production.

TECHNOLOGY SYSTEMS SPECIALIST: County of Marin. <https://www.marinhhs.org>. 2015 - 2016. San Rafael, CA.

- Web development. Website building, content editing, and sustainability-directed engineering. Drupal and WordPress. HTML, CSS, and JavaScript.
- Social Media Team: Social media strategy, scheduling, and management. Twitter, Facebook, YouTube, and Instagram.
- Media Team: Public-facing media strategy within a collaborative team. Branding, content development, and project management.

CTO: <http://Brondell.com>. 2015. San Francisco, CA.

- Website/webstore triage, design, and architecture. Led rebuild of web presence, edited content, and created responsive UI/UX designs.
- Magento, WordPress, Amazon Web Services, HTML, CSS, JavaScript, PHP, MySQL, and Photoshop.

SENIOR PROJECT MANAGER: <http://Metrodigi.com>. 2014 - 2015. Larkspur, CA.

- Planned and led ebook production for education publishers. Communicated with clients, determined timelines, and coordinated teams in Ecuador, India, and Mexico.
- HTML, CSS, JavaScript, Jira, Bitbucket, SourceTree, and Smartsheets.

WEB DEVELOPER: University of California, Berkeley. <http://Berkeley.edu>. 2014. Berkeley, CA.

- Website triage, design, and architecture. Created UI/UX designs, wrote templates, and edited content. Keyword taxonomy. Created workflow processes using Atlassian Jira and Confluence on top of flexible Agile methodologies.
- HTML, CSS, WordPress, PHP, MySQL, Jira, Confluence, Photoshop, and JavaScript including JQuery.

PROJECT MANAGER: <http://Cisco.com>. 2013 - 2014. San Jose, CA.

- Designed, tested, and built a WordPress intranet community site. Created UI/UX designs, wrote templates, and edited content. Keyword taxonomy.
- HTML, CSS, WordPress, PHP, MySQL, Photoshop, and JavaScript including JQuery.

WEB DEVELOPER, WEBSITE ARCHITECT: <http://WellsFargo.com>. 2013. San Francisco, CA.

- Designed, tested, and built Wells Fargo's new Historical Services Department website on WordPress. Created UI/UX designs, wrote templates, and managed content. Keyword tagging taxonomy. Curation, video editing, and .GIF production. Consultation for Wells Fargo History's first iOS app.
- HTML, CSS, WordPress, PHP, JavaScript including JQuery, and Photoshop.

WEB COORDINATOR: <http://Apple.com>. 2012. Sunnyvale, CA.

- Planned, developed, and maintained secure multi-language Drupal websites for global audiences. Content prioritizing, editing, and review.
- HTML, CSS, Drupal, Cascade Server, FileMaker, Radar, and Pivotal Tracker.

DIGITAL CONTENT PRODUCER: <http://FutureUS.com>. 2011. South San Francisco, CA.

- Led mobile app policy in iOS and Android for the tech group at Future US, encompassing the MacLife, Maximum PC, and Maximum Tech publications. Managed the workflow for MacLife's iPad Essentials app. Basecamp and Jira. Layout creation and editing in InDesign and Photoshop.
- Wrote app reviews for the company's magazines and web production.

EDITORIAL FELLOW: <http://Salon.com>. 2009 - 2010. San Francisco, CA.

- Edited keywords, topics, and search engine optimization data on Salon.com. Analytics, analysis, and editorial judgement. Edited and promoted Associated Press wire stories to front page. Recorded and edited interview podcasts.
- Directed Salon's Twitter and Facebook communities, expanding each by a third. Founded Salon's YouTube channel.
- Led the code editing and copy editing for the launch of store.salon.com. HTML, XHTML, and CSS through a proprietary CMS.

Education: San Francisco State University, journalism.