

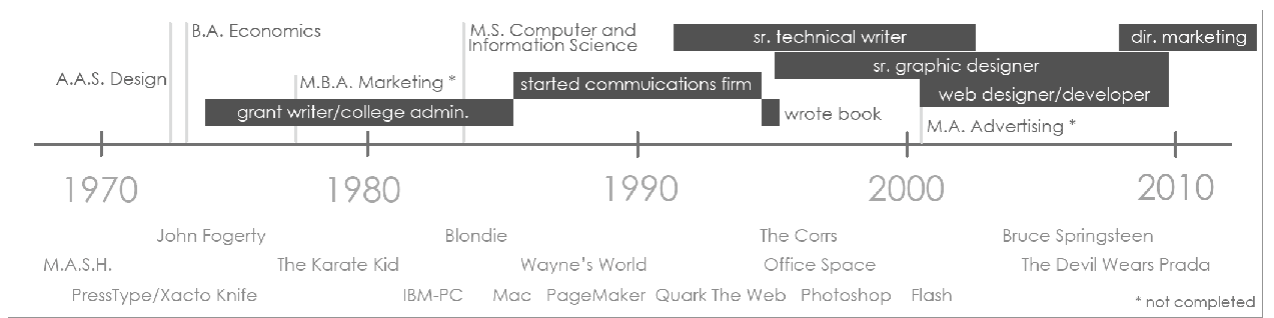
"Good design is just good communications...
Great design makes a difference."

my work:



PORTFOLIODS.COM

career:



skillset:



DETAILS:

experience:

Director of Marketing Control Micro Systems, Inc., Winter Park, FL. October, 2009 to present. Hands-on responsibility for all marketing functions. Supervise staff of two. Initial focus is to improve cmslaser.com SEO rankings. Currently comparing competitors' sites at code-level using numerous SEO tools. Recently assigned complete LAMP web server administration.

Adjunct Instructor, International Academy of Design and Technology. 2009 to present. Teaching Branding, Ad Design, and Advanced Typography.

Director of Marketing Techno Solutions Group, San Juan, PR, October 2008 to October 2009. Developed marketing plans, managed budgets for TSG's push into the Caribbean and South American market.

Sr. Technical Communicator Concepts NREC, Wilder, VT. June 2007 to October 2008. Wrote, edited, and managed technical documentation for turbomachinery design software using Adobe FrameMaker and Madcap Flare. Developed, reviewed, edited, and produced web based help (XML-based) tutorials. Designed and created web based marketing materials including ads, banners, and Flash trade-show kiosks.

Sr. Graphic Designer/Webmaster Tele Atlas North America, Lebanon, N.H. and Gent, Belgium 1997 to 2007. Responsible for corporate website including maintenance, architecture, and content. Created and produced web and multimedia campaigns, print designs, direct mailers, trade-show booths (over 100) and corporate brochures. Worked with Boston ad agency to re-brand corporate messaging throughout the organization. Worked with C-level managers to develop campaigns and materials. Analyzed company web site traffic; researched and reviewed web technologies; developed proposals for improving web performance and visibility. Met regularly with development and marketing teams in Gent, Belgium, interfacing between regions and departments to discuss web performance.

Associate Professor. New Hampshire Technical College, Claremont, N.H. 2003 to 2008. Taught Website Design, Photoshop, Flash, PHP, and MySQL, Introduction of Networking, and Routing Fundamentals. Worked with faculty team to create new course design for online curriculum.

Instructor, Lebanon College, Lebanon, N.H. 2000 to 2003. Taught Illustrator, Flash, Graphic Design, and Quark.

President/Director of Marketing, Connected Systems, Inc. Norwich, VT. 1987 to 1997.

Executive Officer, Dartmouth College (Engineering School), Hanover, N.H. 1985 to 1987.

Director of Research Services, Dartmouth College (Medical School), Hanover, N.H. 1977 to 1985.

education:

M.S., Computer & Information Science, Dartmouth College

B.A., Economics, Syracuse University

A.A.S., Art and Design, Syracuse University

Classes toward MBA, University of New Haven (75% complete)

Classes toward MA-Advertising, Syracuse University (30% complete)

additional qualifications:

Oracle Stellent - training through advanced including ContentServer, SiteStudio