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**SUMMARY:**

Dynamic, achievement-focused leader and manager with an established performance record and expertise in marketing and technology development. Ideal position will permit continued involvement in the architectural development and management of complex web and technology-based systems, sites and marketing initiatives. Characteristics include enthusiasm, determination, self-directed, strong capacity to multi-task efficiently, appreciation for diversity, strong ability to think outside the box, and command the will to drive a project to completion irrespective of unforeseen barriers.

**EDUCATION:**

Cornell University- BS Public Communications, minor in Writing

**EXPERIENCE:**

*Goleta Valley Chamber of Commerce  
Goleta, California*

*Start: September 2004*

*Corning Area Chamber of Commerce  
Corning, New York*

*Start: February 2002***DIRECTOR OF COMMUNICATIONS**

Retain responsibility of virtually all communications deployed by the Chamber including various newsletters, web sites, interactive multimedia CDs, posters, press releases, press handling, signage, branding, logo design and brochures. Writing articles, layout, design, shooting and digitizing video footage, and public speaking are some of the activities falling within this position's domain. This position effectively leverages past project management, vendor management, marketing, technology and communication design experience in one diverse, exciting position.

*Bonanza.com  
Dallas, Texas*

*Start: June 2000***ASSISTANT VICE PRESIDENT, PRODUCT DEVELOPMENT**

Two primary responsibilities included architectural development and content (primarily verbiage and user interface) development of an e-commerce website launched in the first quarter, 2001. Was also responsible for management of content development and taxonomical development teams totaling approximately 8 staff including librarians, HTML developers and technical writers. Application is a powerful e-commerce site technically on par with ebay.com that facilitates barter. Bonanza.com utilizes a JSP front end and Oracle back end based upon BEA's WebLogic product. Developing Terms and Conditions, requirements documentation, use cases, flowchart analysis, interface development and site verbiage are some of the main deliverables.

*First Horizon Home Loan Corporation  
Formerly: FT Mortgage Companies--Dallas, Texas*

*Start: May 1999***WEB SOLUTIONS ARCHITECT**

Interface between senior company leadership and the internal internet and intranet development team. Developed detailed project specifications enabling rapid, accurate, cost effective project development and deployment to the consistent satisfaction of our internal customers: the senior leaders whose departments need development. These sites are a mix of conventional HTML and ASP pages, allowing for efficiently rendered sites, and oftentimes interface with Oracle, SQL and Paradox systems. Utilization of ASP has permitted the web development team to roll out several core applications in a handful of months including divisional, branch and loan officer sites for our several divisions, dozens of branches and hundreds of loan officers.

**NATIONAL MARKETING MANAGER, SUNBELT DIVISION***Start: March 1998*

Developing a diverse range of new media on behalf of division's 400+ person sales force and senior management including but not limited to: divisional intranet area, banner ads, multiple internet sites, multimedia CD-Rs, laptop presentations, flyers, pamphlets, articles, media kits. My involvement in these

projects varied from total responsibility, to interface development, content creation, or managing an involved vendor and practically everything in between.

*American Express  
Chicago, Illinois*

*Start: July 1996*

**SENIOR SALES SUPPORT SPECIALIST**

Created a range of custom, color sales and promotional materials, in support of both the Corporate Card and Business Travel Services primarily targeting Fortune 1000 accounts with annual sales goals approaching \$6 billion in annual Card and Travel volume. This position required thorough knowledge of both products, as well as the resourcefulness to keep abreast of, and efficiently respond to the dynamic corporate travel and entertainment industry. Generated materials directly enabling sales to win over \$112 million in estimated annual Card and Travel volume. Pioneered interactive presentations within the department, resulting in cost savings and competitive advantages. Served on the departmental Technology Task Force, and was our overall System Administrator, streamlining processes and measurably improving the department's productivity.

**ACCOUNT REPRESENTATIVE**

*Start: September 1994*

Developed relationships with restaurants currently accepting the American Express Card, coordinated various regionalized marketing campaigns, initiated highly targeted direct mailing programs, sold a host of products to account base, and resolved a variety of operational difficulties on behalf of the restaurateur.

*Sunbelt National Mortgage  
Greensboro, North Carolina*

*Start: May 1994*

**RESIDENTIAL LOAN OFFICER**

*Columbia National Mortgage  
Greensboro, North Carolina*

*Start: May 1993*

**RESIDENTIAL LOAN OFFICER**

In both positions originated residential loans, utilized various self-designed direct mailings twice weekly providing my Realtor clientele with industry updates, rate information, and new product data. Conducted lending seminars for local Realtor offices ranging in size from 5 to 20 agents. Created customized full color, multi-paged listing pamphlets for selling agents, colleagues, and their clientele.

**TECHNOLOGY PROFICIENCIES:**

**Operating Systems:**

Macintosh OS, Versions 6.07-8.0  
Windows 3.1, 95, 97, 98. 2000, NT

**Script:**

Hypertext Markup Language version 4.0  
Javascript

**Software:**

Adobe Acrobat Exchange 3.2+  
Adobe Photoshop 5.0+  
Adobe Illustrator 7.0+  
Adobe Pagemaker 6.5+  
Gifmation 2.0  
Netscape Navigator 3.0+  
Macromedia Fireworks 3.0+  
Macromedia Flash 4.0+  
Macromedia Dreamweaver 2.0+  
Microsoft Explorer 3.02+  
Microsoft FrontPage 98+  
Microsoft Office Version 6.0 (Mac) and 97+ (PC)  
Microsoft Visio  
Kai's various Photoshop plug-ins  
Quark Xpress 4.0+

**Hardware:**

Macintosh 6300CD PowerPC with 32 Meg of RAM  
Macintosh 7500/100 PowerPC with 64 Meg of RAM  
IBM 300 PL with 64 Meg of RAM  
Various Dell desktops  
Sharp PC-M100 laptop  
Canon 700/800 color printer/copier/scanner with Fiery Rip  
Canon GP 200F printer  
Stylewriter 1200  
Tektronix Phaser 350  
HP Laserjet 5SI, 6L  
Olympus D-220L and Kodak DC2100 digital cameras  
Philips 4X/12X CD-R  
HP Scanner  
Iomega storage devices  
Casio Wrist Camera  
Sony DCR-TRV330 Digital Camcorder