

Summary:

Web & Social Media Strategist, Community Manager, Photographer and Digital Arts Professional, with over 14 years in digital media, coordinating and designing online experiences.

Specialties:

Social Media Marketing, Community Management, User Acquisition & Engagement, Web Strategy, Content Development, Curation, Content Management, Social Networking Apps, Group Moderation, Email Campaigns, Developing Community Standards, Project Management, Building and Managing Geographically Distributed Teams, Research, Photography, Blogging, Writing, Editing, Online Education, Teaching, Mentorship, Facilitation, Community Outreach & Programs, Event Planning, News and Events Coverage.

Experience:

SOCIAL MEDIA/COMMUNITY MANAGER—Bagcheck, Mountain View, CA.

Social media strategist and community manager. Grew content and community with quality, reaching out to key influencers and photographic communities across the web. Recommended feature enhancements to attract new users. *Startup acquired by Twitter, August 2011.*

WEB CONTENT & DESIGN COORDINATOR—Z Gallerie, Berkeley, CA.

Web and social media strategist. Online social community manager. Coordinator between graphic design, IT, marketing, and communications. Deployed cross-media campaigns. Founded and managed social media presence, with regular Facebook and Twitter posts and content, contests, news, tips, and promotions. Grew Facebook to over 28K Facebook fans. Managed email lists, product and photography databases. Designed and implemented interfaces and web sites. Developed social media channels, wrote and edited content. Tracked press and blog mentions, responded to blog and press requests, followed up on questions and customer service issues. Provided support and training of employees in content creation and social media interaction. *Oct. 2008-June 2011.*

DESIGNER—GA Communications (*through The Creative Group*), Livermore, CA.

Designed web graphics and pages for Safeway's corporate and online shopping sites, created ePOS banner animations for in-store and fuel station display, developed email marketing and newsletters, and performed interface design for an online digital asset database. Designed icons, logos, catalogues, advertising inserts, coupon books, billboards, store displays and signage for Longs Drugs. Storyboarded concepts and art directed photography shoots. *Jan.-June 2008.*

UI DESIGNER—Samsung Electronics, SISA, San Jose, CA.

User interface design for an interactive media player/consumer product application. Designed a prototype portal web site and the Open Innovation research web site. *Aug. 2007-Jan. 2008.*

INSTRUCTOR—Advanced Graphic Arts, Digital Design 2, Acalanes High School, Lafayette, CA.

Designed curriculum to reinforce concepts and develop practical skills. Taught the fundamentals of graphic design, including typography, composition, consistency and visual hierarchy. Instruction focused on design process, conceptualization, critique, ethics and communication with clients. Trained students in Adobe Photoshop, Illustrator, and InDesign. Provided real-world experience by collaborating with community leaders to develop classroom projects. *Aug. 2006-June 2007.* ([view Teaching Experience](#))

WEB DESIGNER—Stanford University, The Martin Luther King, Jr., Research & Education Institute, Stanford, CA.

Created a database-driven online journal, with daily features, news and quotes. Designed and produced educational web sites, online lesson plans and multimedia teacher resources for the Liberation Curriculum. *Sept. 2004-Sept. 2005.*

INSTRUCTIONAL SUPPORT—Arts ISIT, University Of British Columbia, Vancouver, BC.

Designed and illustrated educational web sites, promotional print materials, maps and signage, and developed online tourist guide. Participated in strategic planning, resource development and staff coordination for the New Media Consortium Conference. System administrator and content manager for interactive online learning systems. Trained professors and staff in principles of online course development and in the use of WebCT, MSOffice, graphics, presentation, layout and web applications (Adobe CS, Dreamweaver). Taught workshops to students and staff in vector illustration. *Sept. 2003-June 2004.*

DIGITAL STUDIO MANAGER/INSTRUCTOR—UBC, Vancouver, BC.

Managed a multimedia teaching lab. Taught graphics, web design and video as well as how to create effective educational materials and web sites. Trained professors, students and staff in the use of internet, business, graphics and web design applications and online course development. Created online resources for digital video instruction. *2001-2003.*

CREATIVE DIRECTOR—IBM-Almaden Research Center, San Jose, CA.

Handled all aspects of web and print production. Played an advisory role in hiring. Trained and directed web production assistants, photographers and writers. Provided technical support and training for researchers and staff. *Jan.1998-Jan.2001.*

- Content development and project management for a comprehensive magazine-style web site covering news, employment and current computer science research activities.
- Developed the IBM Computer Science Research showcase web site, featuring twenty computer science disciplines. (*cont.*)

- Redesigned intranet to provide a portal-style information resource for employees.
- Marketing/Communications: Produced presentations, posters, displays, editorial illustration, graphics and photography
- Web Design: Interface design, information architecture, copy writing, editing, photography, illustration and animation.

INSTRUCTOR–Explorer Scout Workshops and Internships, IBM, San Jose, CA.

Taught hands-on workshops in web design and HTML for (middle and high school) Science and Technology conferences. Trained summer student interns in graphics, digital photography and web design. 2000.

MEDICAL ILLUSTRATOR, PHOTOGRAPHER, DESIGNER–University of Texas Medical School, Houston, TX.

Digital and freehand medical illustration for journal publication. Photography of human subjects and experimental apparatus. Design and production of multimedia materials for classroom and conference presentation. Photo studio and darkroom operation. Workflow conversion from paste-up to digital process. Technical support and software training. 1996-97.

DESIGNER, SCIENCE EDUCATION–University of Texas Medical School, UTHSC, Houston, TX.

Concept creation, layout design, graphics, animation and educational supplement development for BRAINSURF, a site that teaches neuroscience concepts to kids. Designed a series of hands-on science games for elementary students to learn about the brain. Led and participated in local outreach programs for middle school students at the UT Health Science Center and for elementary students at the Houston Children’s Museum. 1997-1998.

PHOTOGRAPHER / PHOTOGRAPHIC ASSISTANT, Houston, TX.

Portraiture, studio, editorial, news and documentary photography. Designed and maintained photo archives. Studio and location photo and video production assistance (commercial, editorial, industrial, architectural and fashion). 1994-1996.

Education:

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC. M.F.A. program, 2001-03.

RICE UNIVERSITY, Houston, TX. BA in Art & Music, May 1995.

Community & Volunteer Activities:

NEWS & EVENTS PHOTOGRAPHY, Oakland, CA.

Contributing photographer for Oakland Local (News & Community Voices), as well as photographer for Oakland Seen, Oakland Grown, the City of Oakland and other San Francisco Bay Area organizations. 2010-present.

EAT DRINK OAKLAND, Oakland, CA.

Exploring Bay Area food and drink with a series of local food photography blogs and Facebook pages, including Eat Drink San Francisco, Eat Drink Silicon Valley and Eat Drink Berkeley. www.eatdrinkoakland.tumblr.com 2010-present.

SECRET OAKLAND, Oakland, CA.

Created and moderated a facebook group, page and twitter stream to promote and share local Oakland venues, activities, organizations and events. Feb. 2010-present.

FRIENDS OF THE PALO ALTO LIBRARY, Palo Alto, CA.

Previously, as Bargain Room Manager, managed a large monthly book sale, benefiting the Palo Alto library system. Handled over 20K books and records a month, directed a staff of volunteers, and supervised monthly sales. Managed incoming and outgoing donations, priced and organized books and cds for the monthly sale. Currently handle monthly newspaper advertisements. 2005-present.

CROONERS AND SONGBIRDS, Co-organizer, SF Bay Area, CA.

Created and co-organized monthly free music performances. Provided event promotion & print design. 2005-2006.

Awards:

- Finalist - SF Weekly 2011 Web Awards - Best Local Source for Food Porn (for Eat Drink San Francisco food blog)
- ASI Exchange Communications Award, Vancouver BC, 2002.
- ASI Exchange Communications Award, Vancouver BC, 2001.
- President’s Honor Roll, Rice University, 1994.

Skills and Competencies

Social Media:

Strategy, Knowledge Management, Analytics
Platforms including Facebook, Twitter, Wordpress, Flickr, Foursquare
Interface design, coding XHTML/FBML
Content creation, curation and editing
Community Management, Group Moderation
Facilitation, Customer Support and Retention
Deployment of email campaigns, list management and growth
Design and management of contests and advertising campaigns
Event listing and directory creation, customized mapping

Web & Graphic Design:

Web Design & Development
Interface design
Icon creation
Content Management
Database schema design
Research, writing and editing
Standards compliance and platform compatibility testing
Performance and usability optimization
Video production, filming and editing
Illustration and online graphics creation
Animation (web, interface and kiosk-based)
Storyboarding and wireframing

Branding and Identity:

Logo design
Design for print and online promotion (advertising banners, inserts, signage, displays, catalogues, coupons, brochures, posters, billboards)

Presentation:

Production of presentation materials (interactive PowerPoint & PDFs, slides, posters, handouts)
Online and video conferencing

Photography:

Events and News Photography
Food Photography
Photo retouching and exporting for a range of media
Creation and maintenance of large-scale photography and media archives and databases

Instructional Skills:

Classroom and studio instruction
Curriculum development
Preparing step-by-step training materials
Writing lesson plans
Online course development and administration
Holding workshops and running labs
Hands-on training and activities
Technical instruction and support
Managing equipment, software & supplies

Tools and Technologies

Design & Publishing

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat Professional, Photoshop Lightroom

Web Design & Development

Adobe Macromedia Dreamweaver, Fireworks
XHTML, JavaScript, DHTML, CSS

Interface Design

Microsoft Expression Design

Email Deployment & List Management

Silverpop Engage 4

Curriculum Development

Blackboard, WebCT, CT Connect

Operating Systems

Unix, Windows, Mac

Video

iMovie, Adobe Premiere, Final Cut Pro

Business

MS Office Suite: PowerPoint, Word, Excel