

## SUMMARY

I'm a project manager specializing in Web application development and communications strategy. And I have a passion for providing innovative solutions to develop online business efforts.

### SPECIALIZATION

Waterfall project management methodology and the Web development project life cycle

Communication management

Blogging and social-media strategy for media and corporate entities

Standards-based Web design and content-application development using (X)HTML, XML, CSS, DOM scripting and Python/Django with an emphasis on usability, accessibility and organic search engine optimization (SEO)

## WORK EXPERIENCE

### PROJECT MANAGER

The E.W. Scripps Company  
February 2007 to Present  
Knoxville, TN

### SUMMARY

Led operational projects focused on new or increased revenue streams, improved work flow, and scalable application development for 18 newspaper Web sites. Principal communications manager for site outages and application updates. Board member and instructor for the company's training operation involving new hires, site managers and newspaper publishers among others.

### ROLES

Project manager

Release manager

Communications manager

Technical support

Scripps Interactive University (SIU) board member and instructor

### KEY PROJECTS

#### VIDEO PLAYER

**GOAL** Develop a Web-based application that plays video, serves ads and tracks usage for use across all Scripps' newspaper Web sites. Must integrate into existing content management system (CMS) and vendor applications for ad-serving and analytics.

**TIME FRAME** Three months for version 1.0, additional time for later versions currently in development

**RESULT** Product offered a new line of pure-play online revenue for sites, and improved on all existing video efforts. Maintained existing work flow for staff.

**ENVIRONMENT** Front-end development used Adobe Flex while data-management duties were handled by Django, a Python framework that also drives the CMS.

#### CONTENT MANAGEMENT SYSTEM

**GOAL** Transition and launch all Scripps newspaper Web sites into a new CMS with a new design and workflow. Provide system training in addition to follow-up quality assurance and support.

**TIME FRAME** One month per site

**RESULT** Met milestone requirements for each site launch, which allowed for transition from previous CMS before license renewal.

**ENVIRONMENT** CMS is built in Django, a Python framework, with a PostgreSQL database and Apache server environment. Each site leverages development, staging and production environments as well as a media server for static file storage. Front-end template work and new designs were also required.

## PROJECT MANAGER (CONT)

### KEY PROJECTS

### REAL ESTATE VERTICAL REDESIGN

GOAL	Redesign the real estate vertical -- one of four primary revenue streams for Scripps -- with an emphasis on organic SEO for all Scripps' newspaper Web sites. Develop additional content applications specific to real estate that compliment an upgraded vendor application.
TIME FRAME	Six months (launch scheduled for July 15)
RESULT	Project provides a user-tested design coupled with new real estate-specific content types and an upgraded vendor platform allowing for increased ad inventory and market share from organic SEO.
ENVIRONMENT	Front-end design using resources from the Scripps User Interface team, Django development for integration into the existing CMS, and an upgraded content platform from the vendor (Gabriels).

### ADJUNCT INSTRUCTOR

University of Tennessee School of Journalism and Electronic Media

October 2007 to present

Knoxville, TN

#### SUMMARY

Developed and led lectures on managing newspaper Web sites for a senior-level journalism course. Supervised the student-run news Web site The Tennessee Journalist (tnjn.com). Participated in two panel discussions for the University of Tennessee School of Journalism and Electronic Media.

#### ROLES

Adjunct instructor of journalism and online media  
Web site supervisor  
Panelist

### WEB STANDARDS DEVELOPER

The Roanoke Times/roanoke.com

October 2006 to February 2007

Roanoke, VA

#### SUMMARY

Led development and implementation of company-wide standards for application and front-end design. Improved communications between IT and content groups while evangelizing the potential for new-market growth within a traditional newspaper business.

#### ROLES

Manager for Web standards  
Web designer  
Special projects lead  
Liaison for online operations department

### KEY PROJECT

### COMPANY WEB STANDARDS

Developed company standards for application and front-end development for roanoke.com  
Included accessibility guidelines for users with special needs  
Emphasis on organic SEO

### ONLINE PRODUCTION EDITOR

The Roanoke Times/roanoke.com

May 2005 to October 2006

Roanoke, VA

#### SUMMARY

Facilitated the production and publication of content daily for roanoke.com, the Web site of The Roanoke Times newspaper. Lead designer and producer of several national-award-winning content packages. Producer and host of one of the industry's first daily newspaper Webcasts. Created, designed and managed the newspaper's blogging effort.

#### ROLES

Content producer  
Web designer  
Webcast host  
Journalist  
Copy editor

## ONLINE PRODUCTION EDITOR (CONT)

### KEY PROJECTS

#### ROANOKE.COM BLOGS

Led the implementation and development for blogs in the newsroom of The Roanoke Times. Trained reporters and editors to use the Movable Type CMS, and how to integrate blogging into their daily responsibilities.

#### TIMESCAST AND SPORTS TIMESCAST

Developed the front-end design for both TimesCast and Sports TimesCast Webcasts on roanoke.com. Assisted in daily production, edited scripts and hosted episodes.

#### ROANOKE.COM REDESIGN

Led efforts to convert the design of roanoke.com to a standards-based combination of valid (X)HTML and CSS with a greater emphasis on accessibility and organic SEO.

## EDITORIAL INTERN

Equipment World Magazine and  
equipmentworld.com

January 2005 to May 2005

Tuscaloosa, AL

### SUMMARY

Reported, edited and wrote daily briefs on the construction industry for its leading online media outlet. Produced in-depth stories for the monthly magazine (print). Managed content for the online edition.

### ROLES

Content producer

Journalist

Copy editor

Online content manager

## EDITOR

datelinealabama.com

January 2004 to May 2005

Tuscaloosa, AL

### SUMMARY

Managed the national-award-winning student run news Web site datelinealabama.com. Creator and co-instructor for the contributing senior-level class developed to introduce online media into the journalism curriculum. Ran budget meetings, assigned stories and edited content for more than 15 students each semester.

### ROLES

Editor

Classroom instructor

Web manager

## EDUCATION

### MASTER OF ARTS IN COMMUNICATION

University of Alabama

May 2005

Concentration: Journalism

Master's project: Weblogs and journalism

### BACHELOR OF SCIENCE IN COMMUNICATION

Appalachian State University

May 2002

Major: Public relations

Minor: Business

### PROJECT MANAGEMENT TRAINING

Project Leadership, Griffin Tate Group

Project Management Certificate,  
University of Tennessee

Project Management Exam: Intensive Review,  
University of Tennessee