

PATRICK BEESON

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ABOUT

I'm a communication technologist specializing in project management, web application development and content strategy. And I enjoy finding innovative ways to enable a more informed public.

SPECIALITIES

- » Teaching web technology to digital novices
- » Leading interdisciplinary teams for enterprise-level product development
- » Website design and content-application development using standards-based presentational technologies and open-source deployment
- » Technical writing and editing for human-readable documentation
- » Project management throughout the development life cycle including requirements creation, scope definition, researching vendors and in-house solutions, and user-testing.

WORK EXPERIENCE

WEBMASTER

Virginia Tech Carilion Research Institute, December 2010 to present

Developed content management system for VTCRI and its labs; conceptualized development environment for rapid testing and deployment; evolved design for VTCRI and created design for lab websites; advised executive management on best practices for the web; created marketing collateral and campaign for Distinguished Visiting Scholars Series.

CONTENT MANAGER

E W Scripps, November 2008–December 2010

Directed content acquisition; led content-related projects; managed vendor relationships; researched and advised on best practices in web content strategy among Scripps' properties and competitors; and served as the in-house expert on Scripps' content management system.

PROJECT MANAGER

E W Scripps, February 2007–November 2008

Managed the planning, development, documentation and launch of products for Scripps' 14 newspaper websites. Also served as the point-of-contact for newspaper site staff about project priorities and status updates.

ADJUNCT PROFESSOR

University of Tennessee School of Journalism and Electronic Media, October 2007–May 2010

[JEM 200 NEWSWRITING] Taught sophomore communications students how to be dynamic, multi-platform journalists. Emphasized writing for the media, photo journalism, audio editing, HTML and search engine optimization.

[JEM 422 MANAGING NEWS WEBSITES] Taught senior-level journalism students about the many responsibilities involved in managing a news website. Emphasized using a content management system, analytics, advertising, HTML and CSS, search engine optimization and social media.

[TENNESSEE JOURNALIST FACULTY ADVISOR] Advised students managing and producing content for the award-winning Tennessee Journalist news website (<http://tnjn.com>).

PATRICK BEESON (cont'd)

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NOTABLE PROJECTS

CONTENT MANAGEMENT SYSTEM

DEVELOPMENT: Planned, created requirements for and developed the CMS for the Virginia Tech Carilion Research Institute and its labs. Also responsible for managing, developing and deploying feature requests, documentation, and training.

SMARTPHONE NEWS APPLICATIONS:

Managed development of iPhone and Android news apps for all Scripps newspapers.

CONTENT MANAGEMENT SYSTEM

ROLLOUT: Managed the enterprise migration and launch of a Django-based CMS for all Scripps newspaper websites. This project included staff training and documentation.

YAHOO APT LAUNCH: Managed the launch of Yahoo! APT ad-serving platform for Scripps newspaper websites, which allowed the newspapers to sell Yahoo! inventory. Trained staff on ad-tag usage and created documentation materials.

EXTERNAL PROFILE REGISTRATION

AND SOCIAL AGGREGATION: Developed concept and worked with vendor JanRain to enable visitors to log in to Scripps' newspaper websites using their Facebook, Google, Twitter, Yahoo! and OpenID accounts. Also developed method of aggregating comments posted on Scripps websites to Facebook and Yahoo! profiles.

WORK EXPERIENCE (cont'd)

WEB STANDARDS DEVELOPER

The Roanoke Times and roanoke.com, October 2006–February 2007

Led optimization efforts for roanoke.com and niche websites using Web Standards for performance, accessibility and search engine optimization. Also maintained website infrastructure, and developed interactive tools to enhance the user experience and drive engagement.

ONLINE PRODUCTION EDITOR

The Roanoke Times and roanoke.com, May 2005–October 2006

Managed content needs for roanoke.com and niche websites; produced breaking stories, photo galleries, blogs, podcasts, audio slideshows and webcasts; developed special content packages; and led transition from table-based to CSS-based design of roanoke.com.

EDUCATION

UNIVERSITY OF ALABAMA

Master of Arts, Journalism, 2003–2005

Master's project focused on weblogs and journalism. It was published in three parts by SPJ's Quill Magazine (March 2005, April 2005 and August 2005).

Also wrote a chapter of "Media Bias: Finding It, Fixing It," published in 2007 by McFarland & Company and edited by Wm. David Sloan and Jenn Burleson MacKay.

APPALACHIAN STATE UNIVERSITY

Bachelor of Science, Public Relations, 1999–2002

COURSES

Project Leadership, Griffin Tate Group

Project Management Certificate, University of Tennessee

Project Management Exam: Intensive Review, University of Tennessee