

Tel. 917-670-2128

sam at formedwithart.com

www.formedwithart.com

SUMMARY

8 years experience in the technology sector, moving from administration to systems to development, shows a history of advancement in every position. Proven self-starter currently providing website management, production, branding and design for CityStore.nyc.gov. Education and real world experience in creative and back end technologies providing a unique ability to collaborate with both ends of the development process. Excellent ability to communicate with all levels of management, client representatives and creative staff.

TECHNICAL SKILLS

Flash8, ActionScript2, Dreamweaver8, XHTML, CSS, HTML, Javascript, Fireworks8, Photoshop CS, digital photography, SQL Server 2000, TCP/IP networking, Cisco systems, Telnet, FTP, Kemma Bridgetrack ticketing system, Filemaker Pro, MacS, Linux/Unix, HPOV, Crystal Reports9, Act, MS Office Suite, WinS 2k/XP/vista, Excellent understanding of back end technologies.

EXPERIENCE

Marketing Website Manager - CityStore.nyc.gov

NYC - January 2007 - Present

- Responsible for all commercial and municipal marketing, website analytics, website development and S.E.O.
- Review S.E.O and implement project plan for optimization.
- Liaise and advise with MIS department back end development and production.
- Implement and develop monthly reviews and website analytics.
- Review, write and edit all product copy.
- Initiate, develop and create e-newsletters, promotions, print catalogs, coupons and flyers.
- Act as departmental liaison to PR, MIS and Graphics.
- Ongoing development of all e-commerce website manuals.

Associate Producer - WebMD.com

NYC - September 2006 - January 2007

Website development in HTML, XML and Premier Video

- Coded professional side content in HTML and XML.
- Produced and edited medical video content for website's professional side.

Web Development Consultant - 2006 - Present

KJK Jewelry, Inc.

Design and technical work for top tier international museum and gallery jewelry wholesaler.
Front end development– Numerous projects including showcase presentation for new collections with dynamic JS driven, browser agnostic gallery.
Responsible for designing and coding front end non-wholesale website for sales promotion and company branding.
CMS management – MIVA Merchant CMS upgrades, extensions and reorganization.
Content production – Wrote product descriptions and sales copy.
Digital photography – Responsible for all photography, image postproduction and optimization.
Tech Support – Routine IT and Network Administration.

Megabyte Productions

Design and development for audio and video production company.
Design - Developing ideas from client requirements through to design and coding completion.
Development - Coding in CSS, XHTML, Flash and AS2 including custom flash banner, text rollovers, buttons and audio and video streaming technologies.

ShantelCampbell.com

Design, branding and development for radio and online voice talent.
Design – Developing ideas from client material and specifications, seeing it through to final production.
Development – Coding in CSS, XHTML, Flash and AS2 including custom flash banner and promotional flash movie.

Senior Terrestrial Network Operator - Sirius Satellite Radio, NYC

2001 - 2006

- Wrote SQL stored procedures in MySQL database to provide management with statistical analyses of issues. Presented data in Excel and Excel driven graphs.
- Troubleshoot all downtime issues within five minutes in 99.9% of the time.
- Managed security access requests, work assignments and liaised with customer service and senior management.
- Used hands-on experience to work with developers for design specs of 2nd generation TNOC software.
- Participated in system growth from 50 sites to well over 150 with hands-on experience in wide area network implementation.
- Updated procedure manuals continuously, which required precise clarity and excellent organizational knowledge.

Office Manager - Ustreamit.com/Videomessage.com, NYC

1999-2001

- Initiated, launched & managed Marketing & Market Research Campaigns.
- Planned and executed corporate promotional events.

EDUCATION AND FORMAL TRAINING

- Manchester Metropolitan University, BA (Hons), History of Art & Design 1998
- AS2, HTML, Flash, Dreamweaver, CSS, Photoshop CS2
- Microsoft Server 2000 SQL programming Photoshop CS
- Crystal Reports Design 9.0 Understanding Networking Fundamentals
- Interconnecting Cisco Network Devices (ICND)
- Internet & Networking Communications