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## Summary & Objective

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Multi-talented writer & reporter, news and event photographer, web and email programmer looking to find a way to use my eclectic skill set to join the fight to protect democracy in this country I have loved for so long.

## Skills

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- Writing** Award-winning newspaper journalist who has worked for newspapers in Ohio, Virginia and New Mexico. As a reporter, my beats included courts, police, city government, science, schools, personality interviews, features, and much more. Since my reporting days, I have worked as a writer for almost all of my employers, writing and editing marketing materials, documentation and websites. I have written a well-reviewed book of short stories available on Amazon and Audible.
- Photography** Award-winning newspaper photographer. Since my newspaper days, I continue to photograph events, portraits, and artistic work. I am skilled with editing digital photos for professional print and digital use.
- Programming** Twelve years' experience with professional email and web page development in Salesforce Marketing Cloud and other email platforms. I am skilled in web design and have created and maintained web pages for many employers, including the Cleveland Clinic, Schumacher Homes, and The National Center for Safety Initiatives. Proficient with database maintenance and programming. I am 3X certified in Salesforce Marketing Cloud.
- Design & Print** Worked in print and web design and was a pre-press expert for a high-end Cleveland printer.

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## Professional Experience

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### **Technical Lead, ListEngage, Framingham, MA (remote), Jan. 2018–present**

Senior Salesforce Marketing Cloud developer. Help multiple clients set up and run high-end, complex email systems, SMS campaigns, web pages, API integrations and much more. My responsibilities vary from client to client and include: Implementing new installations, setting up and managing email and SMS subscribers, building integrations with other systems, building complex web and API applications, building emails, automations and journeys, building applications using SQL, Javascript, AMPscript, Server-Side JavaScript, HTML, CSS, jQuery, Guided Template Language and much more. Clients include multiple divisions at Capital One Bank, Harvard University, University of Pennsylvania, Aetna Insurance, Michaels, Kimberly Clark Corporation, and many more.

### **Technical Architect/Senior Developer, Precision Dialogue, Westlake, OH, Sept. 2012–Jan. 2018**

My duties included setting up high-end and complex email systems and performing development of email and SMS campaigns for companies of all sizes—from a few thousand emails a month up to tens of millions of emails every day. I worked primarily in Salesforce Marketing Cloud but have additional experience, training and certifications in Adobe Campaign, Bronto and other customer engagement platforms.

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**Contract Web and Application Developer, AISS, Independence, OH, April 2012–Sept. 2012**

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Developed a web service for this multi-national background check company. This service translates HR-XML 3.2 provided by client into HR-XML 2.3 using both XSLT and .Net XML Read/Write functionality. Worked on several additional applications including Social Security Number verification and web sites that accepted background check requests and displayed the results to clients.

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**Web and Application Developer, Schumacher Homes, Canton, OH, November 2009–April 2012**

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Worked in an Agile Development environment to collaboratively handle all programming and reporting needs for this premier, multi-state, custom home builder. I performed new design and maintenance for Schumacher Homes primary website and multiple micro sites. Aided with SEO, multimedia management, blogging, and improving usability and conversion rates. Integrated data from many non-connected systems including CRM, custom quoting and point of sale applications.

Significant Accomplishments:

- Our team converted the business from a custom CRM system to Salesforce.
- Built a system that allowed users to save favorite photos to their profile and securely share these photos with others. This system quickly became our second-ranked lead collector and significantly increased lead collection.
- Our team doubled the lead rate from the website.
- Developed a prototype mapping application using the Google Maps API to mark locations of homes we built and our design centers based on latitude and longitude.

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**Web Developer Contractor, Cleveland, OH, Feb. 2009–Nov. 2009**

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Web developer for contracting firms and for my own clients. Built a musicians' website with an animated flash menu system. Performed substantial C# and LINQ development for an online restaurant eCommerce system. Worked closely with a marketing firm to create a pre-sale online project evaluation for a major lighting manufacturer.

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**Web Developer, Anesthesiology Institute of the Cleveland Clinic, Cleveland, OH, June 2006–Feb. 2009**

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Web and Application Developer working on multiple projects, including the Institute's public and intranet web sites, numerous web and Windows applications, data analysis and much more.

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**Web Developer, National Center For Safety Initiatives, Beachwood, OH, Dec. 2004 –Dec. 2005**

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Planned, developed and built ASP.NET and SQL Server-based web and windows application, which allowed client organizations to request and manage background checks on prospective hires and volunteers. Additional duties included building marketing materials, network setup and troubleshooting computer issues.

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**Web Developer, Infiniti Systems Group, Brecksville, Ohio, 2000 to 2004**

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Web developer working on Web Sites, Internet and Intranet Utilities, Web and CD-Based Training Courses. Responsible for company photography and marketing materials. Redesigned ISG website. Programmed and Designed in HTML, JavaScript, CSS, ASP, ASPNet, JSP, Flash, and SQL Server.

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**Graphic/Web Designer and Publishing Consultant, Cohen-Kiraly Design, Solon, Ohio, 1997 to 2000**

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Self-employed as a freelance designer and consultant. Services included web site design and programming, technical drawing, graphic design, illustration, software training, computer consulting and troubleshooting on both Macs and PCs. Aided numerous Macintosh-based companies in incorporating PCs into their workflow and assisted PC-based publishers to maximize their productivity.

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**Electronic Design Specialist, Schaefer Printing, Cleveland, Ohio, 1993 to 1997**

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Worked extensively with design and high-end output on both Mac and PC platforms for this high-quality commercial printing company. Job included extensive design work from scratch and as alterations, troubleshooting, proofing, and output of customer files.

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**Foxfire Graphics/Transmedia, Cleveland, Ohio, 1989 to 1993**

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Ran my own graphic design and desktop publishing business. Employed a store manager and several freelance artists. Ran a photo processing business as part of the graphic design company.

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**Reporter, Ashland Times-Gazette, Ashland, Ohio, 1988 to 1989**

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Reported for this daily newspaper for Ashland, Ohio. I covered the county, Sheriff's Department, schools, and courthouse beats. Shared second place award for news writing in state UPI contest.

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### **Photojournalism Student/Freelance Journalist, Kent State University, 1987 to 1988**

Course work included editorial, design and photography studies. Stringer writer and photographer for the Akron Beacon Journal, reporter and photographer for the Hudson Hub Times, photography editor for the KSU Burr Magazine.

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### **Freelance and Volunteer Work, Cleveland, Ohio, 1984 to 1987**

I wrote and photographed for both PR and news clients. I wrote fiction, did extensive video work and writing for a local Emmy-nominated cable TV program (CrossViews, produced by the Cleveland Chapter of the American Red Cross).

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### **Reporter/Photographer, Defensor Chieftain, Socorro, New Mexico, 1982 to 1984 and 1987**

Beats included county, state and local courts, science and technology, weekly personality profiles, education and much more. Other duties included layout and paste-up, operating the process camera and managing the darkroom. Won five 1983 New Mexico Press Association Awards: first awards in interpretive reporting, feature photography and sports photography; second awards in feature writing and photo series.

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### **Writer/Photographer, Freelance in Washington, D.C., 1982**

Work included both news and public relations.

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### **Reporter/Photographer, Charlottesville Observer, Charlottesville, Virginia, 1980**

Wrote and photographed for this Virginia weekly. Other duties included rebuilding and managing the darkroom.

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## **Miscellaneous**

- Multiple-time volunteer for Cleveland Give Camp developing web sites for Northeast Ohio non-profits and helping with Give Camp publicity and marketing.
- Spent nearly a decade volunteering as a TrailBlazer for the Cuyahoga Valley National Park
- Taught college level classes in Cascading Style Sheets and in Adobe Dreamweaver.
- Three-time president of the Cleveland Digital Publishing Users Group and served on the board and as webmaster. During my first term, membership went up by 33%, group reinstated design competition, created new seminar series, wrote bylaws and articles of incorporation, started the CDPUG website and dramatically increased groups visibility in the community.
- I ran the Cleveland WebSIG, a special interest group sponsored jointly by CDPUG and the Greater Cleveland PC Users Group for five years.
- Was editor of high school arts magazine, news editor of a college newspaper and photo editor of a college feature magazine.
- I have traveled widely across the U.S.

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## **Education**

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### **B.A., 1980, University of Virginia**

Double major in government and economics. Additional course work in art, computers, science, sociology, photography, fiction writing, math, French and Russian.

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### **Additional Coursework, 1987-88, Kent State University**

Took numerous additional journalism and photojournalism course.