

Professional Administrative Manager/Director with extensive experience in Higher Education and Web Marketing CMS, CRM, Database, and Technical Expertise; Business Process Analysis, Production/Project Management, Training and Supervisory Experience; Excellent Communication, Analytic, and Creative Problem Solving Skills

PROFESSIONAL EXPERIENCE

Freelance Consultant

Virtual Flea Web Services · Cambridge, MA · August 2008-present

- Webmaster & Marketing Consultant, Website builds (HTML, CSS, navigation and site architecture builds); SEO search engine optimization; content development and copywriting; business process analysis, marketing, and online strategy consulting
- Content Management System (Ektron CMS) Specialist, Network Health (June 2009-Aug 2009)
- System/Sales Engineer & Marketing Consultant, Embark Corporation (Aug 2008-Feb 2009) business process analysis, field consults, and web conferencing product demos, preparing RFPs, documenting best practices, advising new business reps, writing brochure copy, planning campaign strategies.

Director of Electronic Marketing

Suffolk University, Division of Enrollment and Retention Management · Boston, MA · Feb 2007-June 2008

- Directed Web and Internet marketing and communications, Red Dot content management system
- Developed, conducted, and reported on market surveys and focus groups for social networking, interactive engagement, student persistence and retention factors for strategic planning and marketing.
- Served on cross-divisional IT team, Web Steering Committee, and university-wide ad hoc work groups for intranet portal migration project, web statistics and analysis initiative, joint degree programs, etc.
- Collaborated with consultant on SEM (search engine marketing) for select graduate programs.
- Designed, wrote, and edited electronic newsletters and advised on email campaigns.
- Implemented online event registration management system for undergraduate admission.
- Initiated and launched student experience blogs for recruitment and admitted student website for yield.

Senior Assistant Director

Wentworth Institute of Technology, Office of Admissions · Boston, MA · Oct 2002-Sept 2006

- Developed communications strategies for admissions; designed and implemented email campaigns.
- Directed development of print publications and design of promotional materials for Admissions.
- Managed admissions CRM database, maintained website, trained Admissions staff on technologies.
- Ensured data integrity across student service systems, served on Web Editorial and Standards Board.
- Co-chaired Wentworth Opening Week Communications team for virtual pre-orientation activities.
- Led successful system migration from SunGard SCT Exeter Student Marketing System relational database to The Princeton Review Admissions Center web-based technologies.
- Customized implementations of Embark Application Manager, Prospect Manager, and Event Scheduler for online admissions applications, electronic records administration, prospecting, Internet marketing.
- Performed business process analysis; directed re-engineering of Admissions procedures.
- Supervised two full time operations staff, data specialists, temporary help, and work study students.
- Increased percentage of online applications from 53% to 84%, improved enrollment yield from 43% to 51%, and reduced paper processes by 35% for fall 2005 vs. fall 2004 recruitment cycle.
- Certified SunGard SCT Luminis CMS web portal trainer; implementation task force member for institute-wide student information system migration from SunGard SIS Plus 2000 to Banner Student.
- Presented at Embark 2005 & 2006 user conferences and Princeton Review 2005 national sales meeting.

Office Manager/Director of Web Maintenance & Client Relations

CenterMedia, Inc. · Boston, MA · Boston, MA June 1998-June 2002

- Webmaster services: HTML, XML, Javascript, CSS, SEO, navigation and user interface design, site architecture; content development, copywriting, editing; managed and launched new site features

- Business process, marketing, and online strategy consulting and implementations.
- Negotiated contracts; prepared RFPs; managed \$1.1 million annual operating budget and expenses.
- Enabled transition of presentation service bureau into Web design and development company by managing pre-existing Slide Center business (maintaining client accounts, supervising media specialists and imaging technicians) and identifying and communicating new strategic directions.
- Developed new business and established positive client relationships through responsive management of web maintenance accounts and new development projects, providing proactive technical support and site architecture, content, SEM/SEO, GUI, usability and accessibility consultative services.
- Created enhanced cash flow and increased revenues by modifying invoicing procedures, implementing job-tracking processes, and documenting development scope creep.

Director of Sales & Marketing

JEM Computers · Cambridge, MA · 1997-1998

- Managed e-commerce website; four direct reports with \$50K daily sales; marketing and ad creative.

Office Manager/Director of Marketing & Web Production

Channel 1 Communications · Cambridge, MA · 1995-1997

- Key player in transformation of BBS (bulletin board service) to startup ISP (Internet service provider).
- Performed market analysis, generated strategic positioning, established competitive, revenue producing Internet service offerings and web design and hosting packages.
- Built customer base from several hundred to over 3,000 in first six months and developed valuable client trust leading to additional 150% increase in business by managing and ensuring service excellence, open communications, prompt issues resolution and superior tech support.
- Supervised web development team of up to 8 direct reports: provided training, created documentation, assigned tasks, managed workflow, tracked deliverables, conducted performance evaluations.
- Served as webmaster: corporate identity site, initiated web board for pre-teens, developed UI for electronic file library, built prototype online storefronts, maintained SEO for search engine prominence.
- Authored “Choosing an Internet Provider” published in the Massachusetts Bar Association Small Firm Management News, July 1996; presented as Faculty, Continuing Legal Education, for MBA Institute.

Theater Arts Office Manager

Massachusetts Institute of Technology · Cambridge, MA · 1986-1995

- Partnered with faculty to create new academic major providing administrative program management for developing extra-curricular student activities and guest artist residencies into viable curricular offerings.
- Advocated for and obtained funding and community support for theater arts at MIT.
- Managed budgets, scheduling, email lists; wrote press releases and grant proposals; designed and created promotional materials; produced main stage productions, student one-acts, and dance events.
- Supervised students in front-of-house, box office, stage management, marketing and student leadership.

EDUCATION

- Master of Management in E-Commerce (tech-MBA) · **Cambridge College** · Cambridge, MA, 2004
- Bachelor of Science in Humanities · **Massachusetts Institute of Technology** · Cambridge, MA, 1986

COMPUTER SKILLS

- Expert Internet and Web Skills: HTML/XML/Javascript/CSS (hand code and WYSIWYG including Adobe Dreamweaver, FrontPage, etc.); FTP; CMS (content management systems such as Ektron, RedDot, WordPress, etc.); graphic software (including Adobe Photoshop; Macromedia Flash, etc.)
- Advanced Microsoft Office (MS Word, Excel, Access, PowerPoint, Project) & open source equivalents
- Additional technologies including RDBMS, CRM (Client/Constituent/Customer Relationship Management) systems, some Oracle/SQL.