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OBJECTIVE: To become a key player on a dedicated team of professionals working with digital marketing, content development and information technology.

HIGHLIGHTS OF QUALIFICATIONS

- Two decades worth of experience in digital marketing and content development.
- A traffic acquisition virtuoso who is adept in front-end development, analytical reporting, search engine optimization and web content accessibility guidelines.
- Seasoned expert in new media, video marketing and all content creation.

Relevant Skills and Experience

DIGITAL MARKETING

- Able to build highly targeted successful email, online ad and social media campaigns and report, track and analyze performance.
- Fully managed custom front-end projects across multiple technology types including both content management and social for business platforms.
- Developed social, travel, financial and legal software used by top level business executives at small, medium and large companies.
- Coordinated daily services on a wide range of content management systems, including all content creation.

FRONT-END DEVELOPMENT

- Developed graphical elements, database driven and object-oriented elements on hundreds of large-scale websites as producer, project manager, designer/developer, system Administrator and beta tester.
- Responsible for site template designs and other graphical content for companies including First Hawaiian Bank, Prudential Financial, Hawaii Pacific Health, Hawaii Visitors and Convention Bureau, Kamehameha Schools and Howard Hughes Corporation.
- Fully versed and proficient in all web compliance accessibility guidelines and implementation.
- Adept in a wide variety of scripting languages, object oriented processes and operating systems.

CONTENT DEVELOPMENT / COMMUNITY MANAGEMENT

- Developed and managed key products to meet objectives for customer acceptance, scope, schedule, and budget.
- Developed multiple training programs and digital communities to increase communication across multiple channels and departments.
- Able to use a combination of data analysis, user research and content audits to make content decisions, orchestrate content development and drive content improvement.

Related Employment History

123Adapt LLC

Dates Employed: March 2018 - Present

Job Title: Owner / Sole Proprietor

- Provide digital media consulting services for local small to medium sized business.
- Manage all the daily operations including all client and subcontractor interaction.
- Produced a variety of video projects for promotional and educational purposes.
- Consulted with clients to provide recommendations and updates on project performance.

Anthology Media Group

Dates Employed: August 2016 - March 2018

Job Title: Associate Director of Experience Design

- Assisted in casting the vision and setting the direction for the organization.
- Provided supervision of the Experience Design (XD) team in day-to-day operations.
- Created estimates by developing the design strategy and defining requirements, specifications and assumptions.
- Consulted with clients to provide project specific recommendations and regular updates.
- Mentored junior team members in leadership, decision making, content development and proposal creation.

MVNP

Dates Employed: February 2014 - July 2016

Job Title: Associate Digital Director / Senior Front-End Developer

- Managed all development resources and represented the interactive department on all projects, estimates and daily activities.
- Provided support and consultation for each department in the company on all matters related to interactive technology.
- Responsible for all front-end development and interactive design.
- Worked closely with First Hawaiian Bank executives and marketing teams to introduce a new brand resulting in multiple updates to various digital assets.
- Coordinated with multiple 3rd party vendors to accommodate new brand requirements within eternal systems.

Contech Systems

Dates Employed: July 2013 - December 2013

Job Title: IT Contractor for Prudential Financial

Pramerica Systems Ireland

Dates Employed: March 2009 - June 2013

Job Title: Senior Developer

Hotel Internet Solutions

Dates Employed: February 2008 - March 2009

Job Title: Owner

Accubook

Dates Employed: January 2007 - February 2008

Job Title: Project Manager / Front-End Developer

NWIPP (Northwest News Group)

Dates Employed: November 2005 - November 2006

Job Title: Web Developer

Adaptive Designs

Dates Employed: June 2003 - November 2005

Job Title: Owner

Viata Online (now known as SwitchFly)

Dates Employed: November 2000 - November 2003

Job Title: Director of Web Operations

Pacific Internet Exchange Inc.

Dates Employed: December 1999 - November 2000

Job Title: Web Designer

ADDITIONAL QUALIFICATIONS & EXPERIENCE

- FAA Part 107 - UAV Commercial Drone Pilot License
- Certificate in Advanced Programming I, II, II in 2005 from City and Guilds.
- Awarded a certificate in Training and Continuing Education from NUI Maynooth.
- Manager of the Adobe Certified Multimedia Users Group of Ireland 2004 to 2013.
- Member of the Steering Group for the Donegal Design Directorate.
- Manager of the Macromedia certified Hawaii Flash Users Group from 2002 to 2004.