

## Profile

### At a Glance

- 8 years in project management
- 5 years in web production
- 2 years as a photographer

### Objective

Apply my skills in Project Management, Information Architecture, Web Design and Development to contribute to the web presence of a progressive organization, promote web standards, streamline operations, and build online communities.

## Skills

### Design and Development

- Design in Adobe Creative Suite
- XHTML & CSS hand-coding
- Basic JavaScript & PHP
- Cross-browser optimization
- Enewsletter design & publishing
- Search Engines Optimization
- Accessibility compliance
- CMS Architecture

### Project Management

- Reporting & Presentations
- Functional Specifications
- Prototyping & Wireframing
- CRM & Workflows Optimization
- Documentation & Users training
- Web Analytics

### Languages

- French, Fluent
- English, Fluent

## Web Experience

### Web Developer OCT 2008 - CURRENT

**Mother Jones**, San Francisco, CA

- Collaborated on Drupal implementation of functional & technical specs.
- Performed extensive platform testing and configurations.
- Designed and developed front-end features and promotional materials.
- Contributed to Social Media Strategy and SEO optimization.
- Optimized delegated publishing workflows and best practices.

### Web & Multimedia Producer OCT 2007 - OCT 2008

**Clinical & Translational Science Institute, UCSF**, San Francisco, CA

- Led information architecture of a NIH sponsored online initiative.
- Produced Clinical Research Centers' online resources.
- Designed and Themed primary CTSI Drupal site and newsletter.
- Collaborated with PHP developer to integrate data with UC systems.
- Managed design and production of secondary site elements and styles.

### Web Producer JUN 2006 - OCT 2007

**PLoS**, San Francisco, CA

- Managed the weekly publication of five open-access scientific journals.
- Produced html newsletters in collaboration with the Marketing dept.
- Redesigned home page and subpages.
- Defined guidelines for web style, coding, advertising, and accessibility.
- Managed a team of two web production assistants.
- Monitored outsourced projects for technical adherence to spec.

### Web Production Associate OCT 2005 - JUN 2006

**TechSoup**, San Francisco, CA

- Led Quality Assurance efforts of the CMS migration project.
- Authored and integrated accessibility validation guidelines.
- Contributed to projects scope definition, wireframes, and style guides.
- Created the user manual for the CMS and trained staff.

### Web Production Assistant MAY 2005 - JUL 2005

**Rearden, woa.tv**, San Francisco, CA

- Produced web graphics and online pages.
- Maintained and enhanced the FileMaker Pro Assets database.

### Web Producer OCT 2004 - MAY 2005

**Rena Jones Music**, San Francisco, CA

- Defined creative concept and information architecture.
- Authored clean XHTML, CSS, and semantic guidelines for SEO.
- Integrated Blogger features for self-publishing, RSS, and archiving.
- Developed flash audio player and produced flash animations.

## Education

### Web Design and Production

- Drupal Workshops  
Lullabot, CA, USA | 2008
- XML, DTD, and Schemas  
AcademyX, CA, USA | 2007
- Certificate in Web Design  
CCSF, CA, USA | 2005

### Business and Marketing

- M.B.A. in Marketing  
NSU, LA, USA | 1997
- B.S. in Business Administration  
Paris IX Dauphine, Paris - France | 1996
- A.A. in International Business  
Technology  
Paris XI IUT, Sceaux - France | 1994

## References

*"Celine's effective and productive work was complimented by her range of skills - from web design and code implementation to business analytics and project workflow. She has an affable personality and is a pleasure to work with. Oh, and she's completely bilingual English / French."*

-- Greg Beuthin, Tech Consultant

More @

<http://www.linkedin.com/in/celinet>

## Business Experience

### Business Development Consultant AUG 2005 - SEP 2005

**NetSquared**, San Francisco, CA

- Defined functional salesforce.com requirements for fundraising project.
- Implemented CRM customization for leads management workflow.

### Sales Operations Manager APR 2002 - JUN 2004

**Totality Corporation**, San Francisco, CA

- Customized and managed the salesforce.com database for 60+ users.
- Automated the monthly and weekly reporting systems.
- Coordinated the annual online Clients Satisfaction Survey.
- Administered the National Sales Commissions Plan.
- Assisted Accounts Executives with status reports and RFPs.
- Initiated a cross-departmental Knowledge Transfer Program.
- Audited monthly A/P & A/R.

### CRM Consultant AUG 2005 - SEP 2005

**ON24**, San Francisco, CA

- Streamlined and documented sales process requirements.
- Implemented matching CRM roles, workflows, and data segmentation.
- Migrated customers, vendors, and prospects databases.
- Wrote the user manual and trained the sales and marketing teams.

### Sales Operations Manager DEC 1999 - DEC 2000

**Epicentric, Inc.**, San Francisco, CA

- Trained and managed the Sales coordinator.
- Standardized and coordinated the production of Sales proposals
- Managed purchase orders and software licenses.
- Developed the Intranet site's sales and marketing content.
- Customized & managed the Goldmine 5.0 sales database for 50 users.
- Produced weekly sales forecast reports for the Executive Team.
- Coordinated the CRM implementation (data mapping & migration).
- Produced the new hire sales training manual.
- Planned and organized several sales and marketing events.

### Business Analyst APR 1998 - AUG 1999

**MSAS Global Logistics**, Brisbane, CA

- Produced, analyzed, and presented weekly performance reports.
- Tested and developed proprietary database system and crystal reports.
- Coordinated special projects and requests for proposals.
- Drafted the ISO compliance and security management sales guidelines.