

Patricia J. Washburn

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SUMMARY

- Developer, editor and designer of engaging, successful Web sites.
- Capable manager of projects, people and positive work relationships.

SKILLS

- Coding: HTML, DHTML, CSS, PHP, Java, ActionScript
- Systems: Mac, Windows, Unix
- Programs: Dreamweaver, Microsoft Office
- Graphics: Photoshop, Illustrator, inDesign
- Multimedia: Flash, Camtasia, Adobe Premiere, iMovie, GarageBand
- Platforms: WordPress, MediaWiki, Moveable Type, Blogger, Twitter
- Specialties: Content management systems, SEO, social media, blogging

EXPERIENCE

Web developer, Branch Brook Media, part-time 2005-present, full-time May 2009-present. Develop Web sites for freelance clients ranging from individual authors to large media organizations. Specialties include custom WordPress installations, content conversions, SEO and social media integration. Sample client URLs include:

- melanienayer.com (coding, design, widget integration)
- besteveryou.com (print editing, design, content development)
- maineinitiatives.org (redesign and staff training)
- dailyastronomer.wordpress.com (design, coding, analytics, training)

Technologies used: HTML, Photoshop, CSS, Javascript, PHP, WordPress, InDesign

Community Manager, LexisNexis Martindale-Hubbell, May 2008 to May 2009.

Managed online community for legal professionals. Responsibilities included:

- Energizing and sustaining community through newsletters, training tools and personal contacts with key opinion leaders
- Crafting onboarding tools including video, Webinars and online help.
- Managing company blog including ghostwriting blog posts for senior executives
- Launched Martindale-Hubbell feed on Twitter (@mhtweets) gaining significant following in legal community within a few weeks

Technologies used: HTML, CSS, Photoshop, GarageBand, Camtasia, SharePoint

Editor, OrganizedWisdom, New York, April 2007 to May 2008.

Produced and edited content for Health 2.0 startup.

- Ensured quality of medical information through training and resource development
- Identified and developed sources for high-quality user-generated health content
- Led team of four full-time producers plus dozens of freelancers

Technologies used: HTML, Photoshop, MediaWiki, CSS, BaseCamp, CampaignMonitor

Editor, Eons.com, June 2006 to February 2007.

Produced and edited content for Web startup targeting audience of Americans 50 and over.

- Planned and produced daily home page for maximum corporate value based on user data and corporate partnerships.
- Started and encouraged online communities; promoting best community content.
- Wrote customer newsletter.
- Developed training materials to help audience become more familiar with computers and social media.
- Assigned stories, working with freelancers and managing freelance budgets.

Technologies used: HTML, CSS, Photoshop, Moveable Type

Producer, Boston.com, April 2004 to May 2006.

Produced news home page and related online products for major news site (5 million page views daily).

- Responded quickly to breaking news, including writing original stories when needed.
- Created Web graphics and photo galleries.
- Chose page elements based on of audience preferences based on site metrics, search keywords and understanding of organization's mission.
- Initiated and produced internal training guide for Boston.com content staff.
- Initiated and maintained running photo gallery of New England service members killed in action in Iraq and Afghanistan.
- Composed and performed original music for multimedia presentations.

Technologies used: Photoshop, HTML, Unix, intranets, Zope.

Executive producer, OurMaine.com, January 2000 to April 2004.

Started and developed regional streaming-video portal for local TV stations. Winner, Edward R. Murrow Award for best TV news site in New England, 2001 and 2002.

- Generated fresh news content (text, photos, video, audio).
- Graphic design of both client and in-house Web logos and ads.
- Managed and trained team of three assistant producers.
- Produced live Webcasts and occasional commercials, including voice-overs.

Technologies used: RealMedia, Adobe Premiere, ColdFusion

Producer, MaineToday.com, September 1995 to January 2000.

Started and developed award-winning Press Herald Online, online version of the Portland Press Herald and Maine Sunday Telegram. Automated routine news-production tasks with AppleScript and SQL, reducing time required to post daily site by 80 percent in two years.

EDUCATION

Graduate student in computer science, University of Southern Maine. Expect to complete master's degree with concentration in software development in May 2012.

Graduate work in media management, University of Missouri. GPA 4.0.

B.S. in journalism, summa cum laude, Boston University. Minor in New England studies.

References available on request.