

OBJECTIVE

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

PROFILE AT A GLANCE

- Currently contracting as a full-time Web Producer for the University of California, San Francisco
- 6 years of experience in business management roles in the high-tech industry
- 4 years of experience in web design and development in the non-profit area
- 2 years of experience as a semi-professional Photographer
- Bilingual English and French

- Professional interests: Project Management, UI design, Web standards (CSS / XHTML), accessibility, Information Architecture, Content Management Systems, Search Engines Optimization, Web analytics.
- Personal interests: Online communities, graphic arts, digital photography, photo journalism, photo retouching, music, dance, travels, Yoga, bodywork and alternative health practices.

EDUCATION

- 2007 | Courses in XML, Schemas, XSLT, and Drupal CMS ° CA, USA
- 2005 | Certificate in Web Design and Development (3.94 GPA) ° CCSF ° CA, USA
- 1997 | M.B.A. in Marketing (3.72 GPA) ° N.S.U. ° LA, USA
- 1996 | B.S. in Business Administration ° Paris IX, Dauphine ° Paris, France
- 1994 | A.A. in International Business Technology ° Paris XI, IUT ° Paris, France
- 1992 | Baccalaureate with Honors, Majors: Languages, Philosophy, and Math ° Paris, France

TECHNICAL SKILLS

- OPERATING SYSTEMS | PC NT/XP and Mac OS X
- BUSINESS MANAGEMENT | Word, Excel, PowerPoint, Outlook, Visio, QuickBooks, Project
- DATABASES MANAGEMENT | salesforce.com, Access, MySQL, FileMaker Pro, ACT!, Siebel
- DESIGN | Photoshop, ImageReady, Illustrator, Flash, InDesign, Acrobat, Quark Xpress
- AUTHORING | HTML, XHTML, CSS, XML, PHP, JavaScript
- OTHER PLAYGROUNDS | Flickr, Drupal, Basecamp, Wordpress, PHPList

PROFESSIONAL WEB PRODUCTION EXPERIENCE

- Clinical & Translational Science Institute | University of California, San Francisco | SF, CA | 11-07/current
- **WEB & MULTIMEDIA PRODUCER** - *Clinical and Translational Science Institute* : Working closely with the Virtual Home Director and CTSI programs administrators, this role includes responsibilities in the following areas of expertise: Content Management System selection (Drupal), project planning, functional requirements documentation, information architecture, web design and development, quality assurance testing, HTML newsletter production.

Public Library of Science | SF, CA | 07-06/10-07

- **WEB PRODUCER - *Public Library of Science Journals*** : Responsible for the weekly online publication of 5 open-access journals of the Public Library of Science (PLOS): PLoS Biology, PLoS Medicine, PLoS Genetics, PLoS Pathogens, and PLoS Computational Biology.
Working with the Web, Production, Editorial and Marketing teams, this role included responsibilities in the following areas: team, vendor and project management, information architecture, web design, web authoring / web standards (XHTML, CSS, basic PHP and JavaScript), cross-browser QA, digital assets management, HTML emails.

Compumentor.org | SF, CA (08-05/06-06)

- **CMS PRODUCTION ASSOCIATE AND QA LEAD - *TechSoup.org*** - Contributed to various phases of the migration of the web site to the new Content Management System (Rhythmyx): accessibility validation and hand coding, QA, CSS consulting, users documentation and training, editorial content reporting and analysis.
- **SALESFORCE.COM ADMINISTRATOR - *NetSquared.org*** (part-time): Gathered Business requirements, defined Leads management business workflow, implemented and documented database customization, designed reporting system, trained users.

Rearden, Inc. - The Women Of Action Network | SF, CA (08-05/11-05)

- **WEB PRODUCTION ASSISTANT - *woa.tv*** (part-time): Produced all graphics, helped with content layout, maintained and enhanced the FileMaker Pro Assets Database.

Freelance Web Producer | SF, CA (06-04/06-06----)

- **WEB PRODUCER - *renamusic.com***: Concept, Information architecture, Graphic & Interactive (Flash) Design, Web production, Project Management, Search Engines Optimization, and Web Analytics.

PROFESSIONAL BUSINESS ADMINISTRATION EXPERIENCE

Totality Corporation (Web Infrastructure Management Services) | SF, CA (04-02/04-04)

- **SALES OPERATIONS MANAGER**: Customized and managed the salesforce.com database for over 60 users, re-designed and automated the Sales forecast, Profitability, Performance Gap analysis and Internal Resources Utilization reporting systems (advanced Excel macros, pivot tables and charts), coordinated the annual online Clients Satisfaction Survey, contributed to and administered the National Sales Commissions Plan, assisted Sales Executives and Account Managers with the production of reports, proposals and Power Point presentations, initiated and managed a cross-departmental Knowledge Transfer Program, audited monthly A/P & A/R, assisted with remote offices management.

ON24, Inc. (Rich Media Solutions) | SF, CA (02-01/06-01)

- **SALES DATABASE DEVELOPMENT CONSULTANT**: Gathered and documented sales process business requirements, re-designed the ACT! 2000 database structure, migrated the customers, vendors and prospects databases, wrote the User Manual, trained the Sales and Marketing teams.

Epicentric, Inc. (Portal Software, acquired by Vignette) | SF, CA (10-99/12-00)

- **SALES OPERATIONS MANAGER**: Trained and managed the Sales coordinator, supported the Sales, Alliances and Professional Services teams (over 50 people), standardized and coordinated the production of Sales proposals, managed sales contracts (Non-Disclosure Agreements, Purchase Orders, Software Licenses) in collaboration with the Customer Service, Legal and Accounting Departments, updated and maintained the Intranet and Extranet site content with clients, partners, and case studies, customized and managed the Goldmine 5.0 sales database for over 30 users, produced weekly sales forecast reports for the Executive Management Team, designed the online sales lead info request form and worked with the Web development team to integrate it to the sales database, coordinated the Siebel CRM implementation project and prepared the sales database for data migration, produced the new hire sales training manual, planned and organized several sales and marketing events, assisted with remote offices management.

MSAS Global Logistics, Inc. (Acquired by Exel) | Brisbane, CA (04-98/08-99)

- **GLOBAL BUSINESS ANALYST** (Sun Microsystems Global Logistics Account): Produced and presented weekly logistics performance tracking reports, tested and developed proprietary database system and crystal

reports, interfaced with international account managers and operational staff for process improvements, special projects coordination and prioritization recommendations.

- **ACCOUNT EXECUTIVE ASSOCIATE:** Created a standard Sales proposal template for the North American Sales Team in collaboration with the Marketing, Legal and Operations departments, actively participated in the production of initial sales proposals and subsequent Power Point presentations (project management, freight tracking/routing data gathering, cost/pricing, compliance and security management) for Global Accounts such as Sony, HP, Maxtor, KLA-Tencor and Applied Materials, compiled and analyzed monthly sales team reports for the Board of Directors, initiated the creation of an Intranet site for resources sharing.

OTHER WORK EXPERIENCE

Volunteer | PAWS | SF, CA (02-01/04-01)

- Office and Field Volunteer Work with Pet owners suffering from AIDS

Internship | Bank Of The West | Walnut Creek, CA (01-98/04-98)

- Assisted with the production of an internal Human Resources training manual, organized the Marketing department images library.

Scholarship | Nicholls State University (College of Business Administration) | LA, USA (01-97/12-97)

- Worked as a Computer Lab Tutor and a Graduate Assistant to a Human Resources Professor and an Accounting Professor.

Contractor | Hurricom (PR and Graphic Design Start-up Agency) | Paris, France (08-96/12-96)

- Coordinated and attended clients meetings, designed a standard proposal template, wrote a Press Release, performed administrative and database work.

Contractor | Reside Etudes (Real Estate) | Paris, France (9-96/11-96)

- Recruited, trained, and supervised a sales team of 5 persons, helped organize the on-site opening event
- Produced an Advertising budget, negotiated contracts with vendors, created and maintained an ad traffic data collection reporting system

Internship - Amen Bank (Banking leader) | Tunis, Tunisia (06-95/08-95)

- Compiled Excel spreadsheets and charts for the Annual Report
- Tested new online banking software in development, created a site map, and wrote the first draft of the user documentation booklet

Internship - France Telecom (1st Telecommunication Operator) | Paris, France (06-93/08-93)

- Assisted a Telecommunication project manager with research, data entry, and reports preparation

Employee | Lycée Lakanal | Sceaux, France (1992/1996) - (Public High School - 4 years, Part-Time)

- **YOUTH SUPERVISOR:** Part-time Youth Counseling in a Public High School
- **ENGLISH TUTOR:** Mentored "at risk teens"