

# Mike Carson

[mcarson@mikecarsoncreative.com](mailto:mcarson@mikecarsoncreative.com) | (703) 819-1351 | Northern Virginia / Washington, DC / Maryland

**IT project manager and technology specialist, with seven years of extensive experience in all aspects of front-end website application development.**

## CORE COMPETENCIES

- SEO / Tracking User Trends / Google Analytics
- Developing Web 2.0 Initiatives
- Customer & Client Relationship Management
- Project Scoping & Management
- Solution Management / Conflict Resolution
- Explaining Technical Concepts in Layman's Terms
- Translating User / Stakeholder Needs into Technical Requirements

## WORK EXPERIENCE

**August, 2007 – Present:**

### **Freelance Interactive Media Contractor**

Independent contractor for a variety of clients providing management and development for numerous web-based projects.

#### ***Website & Media Producer***

**The Courage Cup**, Washington, DC (October 2007 ~ Present)

*The Courage Cup is a non-profit corporation that raises money and awareness for programs that help at-risk urban youth.*

- Implemented SEO strategies on organization websites
- Track user trends
- Scoped and managed project to develop corporate website:
  - Courage Cup (<http://www.couragecup.org/>)
- Management of corporate brand identity
- Assist with media relations and promotion
- Provide technical consulting for all interactive media projects
- Manage media contractors and vendors:
  - Web developers
  - Graphic & Web designers
  - Print vendors
  - Web vendors

#### ***Website & Media Producer***

**Ask Miss A**, Alexandria, VA (July 2008 ~ Present)

*Ask Miss A is a lifestyle advice and public relations column that is syndicated electronically through its own website as well as HealthCentral.com.*

- Implemented SEO strategies for website
- Scoped project to develop the Ask Miss A website (<http://www.askmissa.com/>) and related online endeavors
- Managed Ask Miss A website development project
- Provide technical consultation for web-based projects
- Manage technical and media contractors

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## ***Content Migration Specialist***

**Healthy Directions, LLC**, Potomac, MD (March 2008 ~ August 2008)

*Healthy Directions is North America's largest publisher of health newsletters and #2 mail order provider of nutritional supplements.*

- Integrated SEO meta data in website content via CMS
- Managed the migration of content for the following websites:
  - Dr. Lark (<http://www.drlark.com/>)
  - Dr. Laux (<http://www.drmarcuslaux.com/>)
- Provided process and CMS functionality improvement solutions in strategic initiative meetings
- Closed a 6 week production time gap on the Dr. Lark project within first 3 weeks of employment
- Acted as a liaison between project stakeholders and technical developers

## ***Content Manager***

**National Geographic Society**, Washington, DC (August 2007 ~ Oct 2007)

*National Geographic is an international non-profit institution dedicated to scientific exploration and cultural, historical and nature preservation.*

- Integrated SEO meta data in website content via CMS
- Built and launched 3 websites using Vignette (CMS):
  - Science & Space (<http://science.nationalgeographic.com/science/>)
  - Photography (<http://photography.nationalgeographic.com/photography/>)
  - Places of a Lifetime (<http://www.nationalgeographic.com/places/places-of-a-lifetime.html>)
- Performed usability tests on completed sites prior to launch
- Fixed display and dynamic issues on pre-launch sites Performing QA on completed projects and pages
- Provided CMS developers with functionality improvement specs.

## **August 2004 – August 2007:**

### **Web Developer**

**Association of Corporate Counsel**, Washington, DC

*The Association of Corporate Counsel (ACC) is the largest international legal association specializing in resources and networking opportunities for corporate lawyers.*

- Developed and implemented SEO meta data for new and existing websites
- Tracked user trends and profile data
- Acted as primary producer and project manager on the following event sites:
  - Annual Meeting 2006 (<http://www.acc.com/am/06/>)
  - 1<sup>st</sup> Annual CCU Canada (<http://www.acc.com/ccu/canada/06/>)
  - ACC Europe 2006 Annual Conference (<http://www.acc.com/acce/06/>)
- Managed company's online career center, *In-house Jobline* (<http://jobline.acc.com/>)
- Acted as a liaison between project stakeholders and technical developers
- Managed content on corporate website (<http://www.acc.com/>) and various specialty sites
- Designed user interfaces and information architecture for internal and external websites
- Trained staff on the use of internal CMS
- Provided telephone helpdesk support for customers

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## April 2002 – August 2004:

### Webmaster

**Public Utilities Reports, Inc.**, Vienna, VA

*Public Utilities Reports, Inc. publishes editorial, educational, and legal resource materials for executives and specialists working in the utility industry.*

- Maintained existing SEO initiatives for new web content and projects
- Tracked user data and traffic patterns
- Scoped and managed redesign project of corporate website (<http://www.pur.com/>)
- Managed web contractors and external vendors
- Provided telephone helpdesk support for customers
- Managed content on corporate website

## SKILLS

### Platforms:

- **PC** (Windows 2000, XP, Vista)
- **Mac** (OSX, Leopard)

### Programming / Development Languages:

- HTML
- XHTML
- CSS
- PHP
- JavaScript
- MySql

### Applications:

- **Microsoft Office** (all versions)
- **Basecamp**
- **Content Management Systems:**
  - Ektron
  - Vignette
  - Word Press
  - MoveableType
- **HTML / Web Editors:**
  - Dreamweaver
  - BB Edit
  - HTML Kit
- **Adobe Creative Suites 2 & 3**

## EDUCATION

Art Institute of Pittsburgh (Online Division)  
*Interactive Media Design BS (2007-Present)*

Northern Virginia Community College  
*Website Development Certification (2001)*