

Mike Carson

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

Interactive media producer with eight years of extensive experience in all aspects of front-end website development and web project management.

CORE COMPETENCIES

- **Interactive Media Design & Development:** Graphic Design; SEO; Tracking User Trends; Developing Web 2.0 Initiatives; Information Design; CMS planning and Implementation
- **Project Management:** Customer & Client Relationship Management; Project Scoping & Management; Solution Management; Conflict Resolution
- **Technical Knowledge & Comprehension:** Explaining Technical Concepts in Layman's Terms, Translating User and Stakeholder Needs into Technical Requirements

WORK EXPERIENCE

August, 2007 – Present:

Interactive Media Producer & Owner

Mike Carson Creative, Falls Church, VA (www.mikecarsoncreative.com)

Independent contractor providing development and management for interactive media projects and solutions.

Services provided include:

- **Web Technology & Solutions Consulting**
 - SEO; Social Media Implementation; CMS Selection & Implementation; Website Development; E-Commerce
- **Project Management**
 - Project Planning; Information Design; Creating & Updating Documentation; Vendor Management
- **Web Marketing & Advertising**
 - Graphic & Interactive Media Design; Brand Creation & Management; Marketing & Advertising Campaign Creation

Clients & Roles include:

Chief Information Officer

Courage For Kids, Alexandria, VA (<http://www.couragecup.org/>)

Courage For Kids is a 501(c)(3) nonprofit corporation that raises awareness and support for programs that help disadvantaged at-risk youth.

Artistic & Technical Director, Webmaster

Ask Miss A.com, Alexandria, VA (<http://www.askmissa.com/>)

Ask Miss A is lifestyle e-magazine which at present receives 50,000+ unique visitors daily.

Web Producer & Webmaster

Paws, Purrs & Exotics Animal Hospital (PPEAH), Alexandria, VA (www.pawspurrsandexotics.com)

PPEAH is one of the only animal hospitals in Washington, DC metro area that treats both traditional and exotic pets.

Web Producer & Project Manager

Tire Industry Association (TIA), Bowie, MD (<http://www.tireindustry.org>)

TIA is the largest international association specializing in information and resources for companies and individuals working in the tire industry.

Web Producer & Advertising Consultant

Innocents at Risk, Washington, DC (www.innocentsatrisk.org)

Innocents at Risk is a 501(c)(3) nonprofit founded to fight child exploitation and human trafficking.

Content Migration Specialist

Healthy Directions, LLC, Potomac, MD (<http://www.healthylivingnetwork.com>)

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

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Content Manager

National Geographic Society, Washington, DC (www.nationalgeographic.com)

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

August 2004 – August 2007:

Web Developer

Association of Corporate Counsel, Washington, DC (<http://www.acc.com>)

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

- SEO; User tracking; Trend report generation; Liaison between project stakeholders and technical developers; Content management for primary and secondary websites
- Primary producer and project manager on the following event sites:
 - Annual Meeting 2006 (<http://www.acc.com/am/06/>); 1st 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/>)
- Trained staff on the use of internal CMS and web-based systems
- Provided telephone and e-mail helpdesk support for customers and association members

April 2002 – August 2004:

Webmaster

Public Utilities Reports, Inc. (PUR), Vienna, VA (<http://www.pur.com/>)

PUR publishes information and resources for companies and individuals working in the utility industry.

- SEO; User tracking; Trend report generation; Liaison between project stakeholders and technical developers; Managed content on corporate website; Managed web contractors and external vendors
- Planned and managed redesign project of corporate website
- Provided telephone and e-mail helpdesk support for customers

TECHNICAL SKILLS

Platforms:

- **PC** (all versions); **Mac** (OSX, Leopard)

Programming / Development Languages:

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

Software & Applications:

- **Adobe Creative Suites** (all versions); **Microsoft Office** (all versions); **Basecamp**
- **Content Management Systems**
 - Ektron; Vignette; WordPress; MoveableType
- **Social Media**
 - Twitter; Facebook; Delicious; Dig
- **User Data Tracking**
 - Google Analytics; Stat Counter; Compete; Quantcast
- **HTML / Web Editors:**
 - Dreamweaver; BB Edit; HTML Kit

EDUCATION

- Art Institute of Pittsburgh (Online Division): **Interactive Media Design BS (2007-2012)**
- Northern Virginia Community College: **Website Development Certification (2001)**