

Web Marketing/Communications Specialist

Ten years of experience in web project management and production: design conceptualization and implementation, and content development. Experienced in managing projects for Philips Medical Systems.

Applications Teamsite 6.0, Microsoft Content Manager Server (MSCMS), Photoshop, InCenter, Microsoft Office, QuarkXpress, Filemaker, Homesite 5, HTML, JavaScript.

Portfolio medical.philips.com, sylvania.com (LIGHTWEB intranet), syratech.com, wallacesilver.com, towllesilver.com, internationalsilver.com, peoplesheritage.com and banknh.com (now part of TDBankNorth), lodestarcorp.com.

Selected Projects

- Created, maintained and updated product information for Philips CRS business group:
 - Designed web pages utilizing Teamsite templates while adhering to corporate and branding guidelines.
 - Performed web usability testing to assure site performance and quality of content.
 - Maintained web lead forms and created web surveys in support of new product launches.
 - Researched, compiled and updated product data for store. Worked closely with product managers to assure compliance to FDA regulations. Project was integrated with supply chain database upgrade and transition to SAP.
 - Developed secure image library for global marketing partners and vendors for CRS and two other business groups.

- Managed the migration of intranet content during organizational transition:
 - Identified and facilitated discussions with department editors to understand and compile content to create new content structure and design.
 - Assisted editors in converting hundreds of documents for uploading to new content management tool.
 - Trained editors via WebEX.

- Oversaw transition of web sites from external vendor to in-house function, saving \$65,000+ annually in maintenance and design fees:
 - Consulted with key leaders to create design concepts, successfully obtaining buy-in from department managers to accept the concept of a unifying corporate web presence.

- Facilitated the creation of a new web presence to strategically position expanding global offices and markets:
 - Facilitated meetings with global offices, creating consistency and converting collateral materials (annual reports, data sheets, brochures, white papers, newsletters, press releases and presentations) to web pages.
 - Coordinated IS, technical support, product marketing, sales and marketing resources for content development.

Intranet/Communications Specialist

OSRAM SYLVANIA, Danvers, MA (2005-present)

Manufacturer and distributor of lighting products

Mar/Com Web Specialist

Philips Medical, Andover, MA (2001-present)

Manufacturer and distributor of healthcare instruments and equipment; a division of Philips Electronics.

Internet Project Manager

Syrtech Corporation, E. Boston, MA (1999-2001)

Global parent company for 10+ home décor/table top manufacturers and distributors.

Director of Web Services

Bozell Kamstra, Danvers, MA (1998-1999)

Full service advertising and public relations firm (a division of True North Communications)

Internet Project Manager

Enterasys, Rochester, NH (1996-1998)

Networking manufacturer (formerly Cabletron Systems)

Additional Experience

Project Coordinator and Designer

Polaroid Corporation, Waltham, MA (1995-1996)

Photo imaging manufacturer

- Designed four-color cover, redesigned text layout, coordinated domestic and international data management, and managed all publication phases of 200+ page corporate telephone directory.
- Created 35-minute multi-media presentation. Interviewed senior leaders, shot videos of production employees, researched current and archival material, and integrated music to showcase the corporate culture, mission and goals. **Results:** Presentation successfully served as a foundation for new employee orientation.

Education

Merrimack College, N. Andover, MA: B.S. in Business Administration, minor in marketing

Northern Essex Community College, Haverhill, MA: Certificate in Commercial Art/Desktop Publishing