



## ***Debralee (DL) LaSeur***

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**PROFILE** *An information technology background in Web publishing, project management, & support/training, in the higher education and medical billing markets, with recent experiences in marketing, promotion, and public relations in the hospitality and entertainment industries.*

**STRENGTHS** *Bridging communications between technical and non-technical people, excellent trouble-shooter and problem solver, creative solutions provider, attention to detail, versatile, ability to learn quickly and stay flexible but on task, & a good sense of humor.*

### **MANAGEMENT & MARKETING EXPERIENCE**

- *Website Production Manager* -- Webmaster for a 2500+ page web getting 1800+ visitor sessions a day at the College of Business. Performed server administration as well as content production & management.
- *Mass marketing email systems* -- Configuration and use of member databases for opt-in mailings. Writing the copy for the mailings. Maintenance of lists with less than 1% return.
- *Special Projects Manager* -- Computer lab setups and laptop deployment on a wireless network for MBA students at the College. Platform, applications, & hardware migrations. Conversions from paper systems to automated Medical Billing systems. Admissions & alumni database design at the College. Installation of special vertical applications for banquets and catering at the restaurant.
- *Supervisor/mentor* for talented student assistants and interns.
- *Special Events Promotion* -- Web based and email campaigns. Posters and flyers for print based materials. Writing press releases and working with local press in print and radio.
- *Entertainment booking* -- both as a talent buyer & talent seller.

### **EMPLOYMENT HISTORY (ALL IN TALLAHASSEE)**

*Part time* positions in the past year:

- ***Independent Contract Work*** in *web publishing, marketing, promotions, public relations*, 2002-present  
Clients include Longineu Parsons (musician), Kenneth Jones (independent filmmaker), FAMU Music Department, Midtown Merchants Association
- ***Chez Pierre Restaurant***, 2002-present  
Web and email manager, working with special events, entertainment booking and promotions
- ***FSU College of Communications (Fla Gov't Performance Survey Research Center)***, July 2004-present  
Fiscal assistant providing financial reporting with grants budgets
- ***FSU Dedman School of Hospitality***, July 2004-December 2003  
Webmaster and computer support help desk

*Full time* positions over the past 20 years:

- ***FSU College of Business Technology Center***, 1991-2003  
Webmaster for entire College, computer support & training for faculty, graduate students & staff, server administration, special projects.
- ***Alpha Data Systems***, 1988-1991  
Medical billing software specialist, providing training, support, and conversions from paper systems.
- ***Community Bankers of Florida***, 1987-1988, membership database administrator
- ***CQ Computer Communications***, 1985-1987, administrative support
- ***ComputerLand***, 1982-1985, Retail sales of microcomputers, (the original IBM-PC and Apple IIs & Macs) software, & peripherals. How far we have come in 20 years!

### **PORTFOLIO & SKILLS**

**Portfolio location:** <http://home.comcast.net/~dlaseur>

*Systems:* Windows, IIS (Microsoft Web Server platform), Apple OSX, some Unix. *Applications:* Personal productivity (Microsoft Office), web authoring software (HTML, Homesite, & Dreamweaver.) graphics (Photoshop, Fireworks, & Paint Shop Pro), dynamic web applications (ASP and Cold Fusion), & Flash.

**Photographer and musician.**

### **EDUCATION**

*Bachelor of Music* -- Piano, Musicology, & Music Theory, Florida State University, 1974