

Andrew Williams

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A detail- and results-oriented Internet professional with a depth of experience in developing and managing Web sites with fiscal soundness. Adept at project requirements gathering, vendor selection, project staffing and management of project life-cycle. Demonstrated success leading cross-functional teams in the areas of design, development and customer support to result in higher productivity and greater customer satisfaction. Proven documentation and writing abilities. Excellent communication, analytical and problem solving skills. Strong user interaction and quality assurance practices and techniques.

TECHNICAL EXPERTISE:

Windows Server, Networking, TCP/IP, DNS

Languages:

PHP, Perl, CSS, XHTML, ASP, VB.Net, C#, Actionscript, AJAX, Javascript, XML

Software:

SQL, IIS, Visual Studio, Photoshop, Flash, MS Office, MS Project, Dreamweaver, WebTrends, Google Analytics

EXPERIENCE:

10/08 – present **Fordham University**, 441 E. Fordham Rd., Bronx, NY

Manager of Web Content

Direct the Web development office, and manage and mentor a team of developers and support staff for university-wide enterprise content management system and externally hosted sites. Manage multiple projects from conception to launch. Interface with university clients to define project requirements and translate objectives into plans. Research, recommend and implement end-to-end Web content delivery upgrades and enhancements that result in richer user experiences across diverse environments.

- Establish and enforce Web content policies and procedures; continuous review of policies to ensure compliance
- Review, implement and enforce Web information architecture, usability and user interaction guidelines
- Research, review and make recommendations in site infrastructure and vendor selection process; manage current vendor relationships
- Recruit, hire and supervise Web production team in a high-volume deadline oriented environment:
 - Supervise the production of dynamic and complex Web pages, including all front- and back-end programming
 - Enforcement of brand and design standards
 - Web traffic analysis and recommendations to result in better SEO and increased page views and page interaction times
 - Lead training initiatives for enterprise CMS, and supervise end-user training program

6/02 – 10/08 **Earl G. Graves Publishing Co.**, 130 5th Ave, NYC, NY

Web Manager / Developer

Managed Web technology and content delivery initiatives, including email lists management and campaign production management. Also, vendor research and selection that resulted in reduced Web infrastructure and Web development costs.

- Met with department managers and directors to gather project needs and requirements
- Managed project life-cycle in the design of user interaction processes, Web page layouts, original artwork, multimedia processing and Web programming
- Performed evaluation of Web site content management system and other applications to provide user interaction improvements and technical upgrades
- Researched, evaluated and recommended Internet and application service providers and related hardware and software; negotiated with vendors
- Daily maintenance, production, development, documentation and archiving of Web sites:
 - Page development using PHP, .Net, Javascript, DHTML, CSS, XHTML
 - Page layout and site architecture design
 - Original graphics creation
 - Multimedia content authoring

6/97 – 6/02 **Earl G. Graves, Ltd.**, 130 5th Ave, NYC, NY

Systems Manager/Web Administrator

Consulted with executive management to determine technology requirements in order to align business and technical goals. Created implementation plans for technology rollouts. Web projects management and Web applications development and programming.

- Evaluated, recommended, purchased and installed PC and Macintosh hardware and software,

- performed systems upgrades, and provided hardware and software applications support
- Maintained LAN and provided Macintosh, Microsoft and Novell servers administration
 - Daily maintenance, production, development, documentation and archiving of Web properties

EDUCATION

M.S., Technical Communication

New Jersey Institute of Technology

B.A., Journalism/Business Administration

Baruch College, City University of New York