

Willa J. Madden

Berkeley, California

WillaMadden.com

willa@willamadden.com

Professional Profile

Media Manager with more than 15 years of experience. An effective writer and web site developer, I also provide business analysis in support of initiatives. With a proven record of successfully implementing major technology and marketing campaigns, I possess excellent communication skills and team leadership.

Application Skills

Web Technologies

- Flash
- Fireworks
- PhotoShop
- Illustrator
- JavaScript / CSS / DHTML
- ActionScript
- Dreamweaver
- HTML

Database Technologies

- SQL Server 2000
- Visual Basic
- .ASP
- PHP
- Access
- MySQL

Print Technologies

- QuarkXPress
- PageMaker
- MS Office Suite

Experience

Web Site Developer *9/1999 - Present*

Various Sites - *Attorney, Authors, Health Food, Day Spa, Technology & Art*

Gather business requirements and develop site-flow. Build, maintain, and troubleshoot web sites. Design web pages and graphics. Create templates. Create Javascript for DHTML effects. Create Javascript files. Create Flash files. Provide and edit web content. Create web sites that present equally well on all platforms and browsers. Consult on web infrastructure issues for Mac OS & Microsoft platforms. Research and recommend web site set-up, including the establishment and/or relocation of domain name(s) and web hosting. Analyze site server reports; assist clients in understanding implications of site report data; and recommend changes. Sites listed at my online portfolio, **WillaMadden.com**, were built by me from the ground up. I support and maintain numerous other web sites as well.

Media Manager *10/2003 - 1/05/2006*

Elmwood Realty Investments, LP - *Real Estate Company*

Designed and produced marketing campaigns for company and individual real estate agents. Created professional profiles. Designed and produced branding for company materials and business cards. Designed and produced letters, postcards and ads for print and internet advertising. Created graphics. Processed and modified photographs used for print and internet. Coordinated agent campaigns. Researched and wrote copy for individual and corporate use in direct marketing campaigns. Worked with third-party companies, and/or managed extensive online keyword advertising programs, including Google. Wrote web content for individuals, the company and products. Created PDF's. Obtained competitive bids from outside vendors. Worked with offset print shops and mailing service to implement campaigns.

Web Site Developer **9/1999 - 1/2003**
World Savings - *Fortune 500 financial institution with over 7000 employees nationwide.*

Designed and developed websites that include ASPs, tables, forms, Flash, static and animated graphics, photographs, anchors, and links. Developed SQL Server databases and connected them to .ASP pages. Created Flash sites. Designed navigation systems and flow of information between pages and sites. Created Flash and Fireworks files in support of design goals. Taught Dreamweaver, Fireworks, and Flash classes. Produced online and print newsletters, articles for web and print. Created user documents (PDF's) for web and print publication. Possess solid working knowledge of web architecture, including servers using IIS, and cross-platform browsers.

Project Manager, Web **9/1999 - 1/2003**
World Savings

Led project initiatives within the corporate intranet website. Managed communication between web engineers, product managers and content producers to ensure that technology supported site content and functionality, and deployments moved forward as planned. Gathered business requirements from end-users, helping to define their expectations and clarify their needs. Researched and analyzed new and existing media in order to recommend solutions designed to scale over time. Conducted periodic quality assurance reviews of web sites, including evaluation of site server (traffic) reports. Developed and documented processes and standards. Conducted regular project status meetings.

Systems / Business Analyst **10/1994 - 8/1999**
World Savings

Project manager in Loans Division technology group. Led the project to expand, from beta, the technology for digitalizing customer documentation (Imaging) to offices across the nation. Gathered business requirements from end-users and translated them into technical requirements for mainframe programming staff. Worked with Purchasing, vendors, IS and business user groups to get equipment in place. After testing hardware and software configurations, trained staff on the use of the system using materials I created and maintained. Project included conducting regular user meetings, producing minutes and newsletters, as well as proposals to senior management for enhancements to mainframe technologies, and upgrades to PC and other equipment standards. Led mainframe workflow project to automate the business process for back-office processing group.

Worked on the corporate Y2K project, including documentation of code written for business and mission critical data. Project lead documenting desktop applications on computers in the field (over 300 offices). Identified systems and applications that needed to be upgraded or replaced, coordinated upgrade effort.

Education

B.A. Sociology/English, University of California, Berkeley
Golden Gate University, School of Law (2.5 years)

Other Affiliations

City of Berkeley, Disaster Resistance Liaison
Rebuilding Together (Christmas in April) Volunteer