

I'm a San Francisco-based entrepreneur whose heart and talent lay in working with technology to solve social and business challenges. I have a high tolerance for hard work, and I don't mind rolling up my sleeves and getting dirty. I love wearing different hats, and I've yet to come up against a challenge without a solution.

## Work Experience

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### **2010-2012 Director of Communications, All Hands Volunteers (Indonesia, USA, Haiti, Japan, Philippines)**

- Responsible for all branding, marketing, and IT for an international disaster response organization.
- Overhauled entire marketing strategy leading to a 400% increase in both web traffic and annual revenue.
- Devised and implemented new content strategy & disaster response protocols that elevated the consistency, volume and quality of information coming from the field.
- Managed & developed new media and celebrity relationships including features on NPR, CNN, MSNBC, Fox News, *A Trace of the Sun* (a documentary with Sara Bareilles) and a TED Talk (Becci Manson).
- Wrote press releases, created a style guide, and managed a team of journalists and photographers.
- Rebuilt website from the ground up based on user research and our new communications strategy.
- Effectively established and trained on IT systems between executive leadership and remote field teams.
- Led the organization's brand transition from "Hands On Disaster Response" to "All Hands Volunteers".
- Managed a distributed, international staff of 10 working in Indonesia, Haiti, the US and the Philippines.
- Adjusted to continual shifts in plan, dealt with harsh environments, and limited resources.
- [www.hands.org](http://www.hands.org)

### **2007 - 2009 Director of Technology and Creative / Acting CTO, CDM Media (Honolulu)**

- Responsible for online marketing, product, design, and technology for a B2B marketing firm serving Fortune 500 CIOs.
- As member of initial 5-person core team, worked with CEO to define vision and strategy.
- Concepted and created a proprietary graph platform that tracked and monetized client content.
- Graph platform generated \$10k-200k/year in revenue per client, with a roster including Adobe and Google (Google specifically called the product "awesome.").
- Despite economic downturn, company was profitable within 12 months and has experienced 100-150% annual growth since inception.
- Proactively identified internal technology needs; devised, built, and implemented solutions.
- Maintained brand consistency across email, print and event-based marketing campaigns.
- [www.cdmmedia.com](http://www.cdmmedia.com) / [www.itoamerica.com](http://www.itoamerica.com)

### **2006 Art Director, ADASA (Honolulu)**

- Responsible for all branding and design for a high-end fashion retailer with annual sales above \$5M.
- Oversaw design and deployment of ecommerce platform, including complete UX redesign.
- Concepted and deployed a first-in-industry customer-submitted video testimonial program.
- Created design, copy and photography for marketing and sales campaigns.
- Position preceded company acquisition by Couture Candy in 2007.

### **2004 - 2005 Lead Application Designer, Enterprise Events Group (SF Bay Area)**

- Designed user interfaces for corporate travel booking applications.
- Clients consisted of Fortune 500 including Sony, IBM, Washington Mutual, Autodesk, Sun Microsystems.
- [www.eeginc.com](http://www.eeginc.com)

### **2002 - 2004 Administrator / General Manager, HALO (New York City)**

- Responsible for all branding, marketing and operations for a premiere event venue in Manhattan.
- Managed staff of 50+ employees, including all hiring and firing.
- Oversaw complete rebranding and facilities renovations after two years, including name change to *Play*.

### **2002 - 2004 Executive Director, Asterisk (New York City)**

- Co-owner / director of a non-profit art gallery and performance venue in Brooklyn.
- Hosted upscale events: music video filming, celebrity birthdays, festivals and NYU program graduations.
- Built the organization from the ground up, including renovating an old costume jewelry factory.
- Managed staff of 30+.

### **1999 - 2002 Designer / Special Projects Manager, PBHS Inc. (SF Bay Area)**

- Developed one of the first HIPAA-compliant secure online medical records systems, currently deployed in over 4,000 practices worldwide.
- Prototyped online products for the medical community and brought successful tests to market.
- Designed and deployed over 50 websites using Photoshop, HTML and CSS.
- [www.pbhs.com](http://www.pbhs.com)

## Education

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**1996 – 1999 California Polytechnic University (Cal Poly), San Luis Obispo**

- Electrical Engineering Major
- National Merit Finalist
- Residential Advisor 1997 / 1998

## Skills / Interests

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|------------------------|--------------------|-------------------------|
| • Marketing Strategy   | • PHP              | • jQuery                |
| • Brand Implementation | • MySQL            | • Wordpress             |
| • Web Analytics        | • HTML 5           | • Photography           |
| • Web Development      | • Advanced CSS     | • Event Management      |
| • Email Marketing      | • Media Production | • Non-profit Leadership |
| • Press Releases       |                    |                         |
| • Hiker                | • Painter          | • Event Producer        |
| • Reader               | • Guitar Player    | • Cook                  |
| • Surfer               | • Distiller        | • Home Builder          |

## References

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- **David Campbell**, Executive Director Director of All Hands Volunteers
- **Glen Willis**, CEO of CDM Media
- **Jared Cargman**, Owner and CEO of ADASA Hawaii
- **Roy Williams**, Manager of Web Services at Enterprise Events Group
- **Jay Levine**, President of PBHS, Inc.