

Michelle Gray

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Summary

Highly motivated Online Marketing and Web Content Writer/Manager with over 20 years' experience writing, editing and managing content for e-mail, web and print publication, including administering marketing strategies to maximize search engine rankings and customer conversion. Experience also includes creating print, e-mail, social media and online marketing campaigns, performing usability testing, A/B testing and evaluating conversion rates and other metrics using online marketing analysis software and business intelligence software to determine campaign and overall website effectiveness. Highly skilled at graphic design, web UI design and web development with over 18 years' experience in graphic design and designing and programming websites using Adobe Creative Suite and a variety of programming languages as outlined below. Excellent communicator with demonstrated organizational, project and cross-functional team management skills and a proven track record for delivering websites and projects on time and on budget.

Technical Skills

Software

- Adobe Creative Suite
- Microsoft Office Suite
- Eclipse
- CMS – WordPress, Blue Martini, Careworks
- Salesforce
- PHPMyAdmin
- Visual Studio 2010
- MS SQL Server Management Studio
- Microsoft SQL Reporting Services
- Google Search Appliance
- Business Objects (BO XI)
- Microstrategy 8 and 9

Programming Languages

- HTML5 / HTML
- CSS3 / CSS
- JavaScript
- XML
- PHP
- VB.NET
- VB 6
- Active Server Pages (ASP)
- ASP.NET
- MySQL
- MS SQL Server including SQL stored procedures

Awards/Achievements

Kohl's Corporation Associate of the Quarter

Experience

Content Manager / Webmaster / Graphic Designer

January 2014 – March 2015

Lynx Software Technologies - San Jose, California

- Authored content, designed, updated and maintained all aspects of the Lynx Software Technologies website with SEO awareness. Authored content and wrote HTML, PHP, Javascript, CSS, and MySQL code by hand, often within a WordPress template.
- Maintained and synchronized the website's PDF brochures with updated website content, using Adobe InDesign and Illustrator.
- Created and executed HTML emails, integrated with Salesforce.com database, for Lynx Software Technologies press releases, article publications and other company announcements.
- Managed social media for Lynx Software Technologies, including Twitter and Facebook.
- Solely managed the conversion of the website from a non-WordPress site to a WordPress site in coordination with a company name and domain name change.
- Created reports on website traffic and search engine effectiveness Google Analytics.
- Used Adobe Photoshop and Illustrator to prepare images for the website, as well as building professional-quality layouts and diagrams to be printed at high resolution for trade shows, publications or technical manuals/documentation, or low resolution for website distribution, PowerPoint presentations, or embedded in PDF brochures.

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- Provided company and product logos and photos at requested sizes and resolutions to others in the company who may need them for their own projects.
- Created scalable vector graphics (SVG) images for the software teams for the software installation screens and icons.
- Managed Salesforce.com database of customers, prospects and promotional emails. Ensured that leads coming through the website were submitted to Salesforce.com database automatically, and that they were categorized by “campaign” for later statistical reporting.
- Imported lead lists into Salesforce.com database, grouping them by “campaign” for easy later identification and reporting.

Web Manager / Web Content Manager

August 2013 to November 2013

Robert Half Technology, Assigned to CalCPA (California Society of CPAs) - San Mateo, CA

Managed all of CalCPA’s web properties and internet presence, including assembling, developing and maintaining the site’s content, services, functionality and quality. Responsible for full project leadership, including application architecture, design input, site layout/user interface, UI, UX, database design/programming, and .NET, Javascript and JQuery development, and actively managed the continual development of features for the website while maintaining a consistent look and feel throughout all web properties. Managed Social Media, Google Analytics, Ad Tracking and reporting.

Responsibilities:

- Managed design, coding and general production for calcpa.org and associated websites, including working with 3rd party vendors and service providers to deploy and support web and e-commerce content.
- Created and implemented plans for design and content development in coordination with other departments, including managing contributor relationships for online content and specialized sites.
- Assisted advertising staff with placement and technical specifications for online advertisements and sponsorships.
- Worked with business analysts to develop site concepts, application functionality, business processes, and interface design.
- Worked with 3rd party vendors to capture, validate, and submit for resolution problems with site content or functionality.
- Developed and deployed new functionality based on internal and member needs within Netforum.
- SQL Server development.
- Gathered requirements and produced design, functional and technical specifications
- Created of site layout/user interface from provided design concepts by using standard HTML 5/CSS 3 practices.
- Managed Google Analytics, Ad Tracking and reporting.

Web Developer and Analyst

May 2013 to August 2013

Tiva Systems, assigned to Cisco Systems - Santa Clara, CA

Responsible for content and programming enhancements to an intranet portal. These enhancements deliver client data and client support ticket requests to the account managers, enabling the account managers to provide better and more responsive customer service.

Responsibilities:

- Program enhancements for an intranet reporting portal, using HTML5, jQuery, AJAX, CSS3, and CGI/Perl.
- Review and test code created by other developers on the team.

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Website Content Manager

January 2013 to April 2013

Superior Support Resources, Assigned to Milwaukee County Department of Family Care - Milwaukee, WI

Responsible for building enhancements for and supporting a web-based software application (MIDAS) that is utilized by the majority of Care Management Organizations in Wisconsin. The application tracks the health and daily living needs of the elderly, physically disabled and developmentally disabled, and the information contained in the system is entered by the case managers, medical professionals and service providers, as well as via EDI transfers between MIDAS and various State and Federal agencies.

Responsibilities:

- Program enhancements for a web-based software application, using ASP, ASP.NET and SQL.
- Create reports in ASP.NET and SQL Reporting Services.
- Provide Level 3 technical customer support to users.
- Review and test code created by other developers on the team.

Web Marketing Analyst

July 2012 to January 2013

Froedtert Health - Menomonee Falls, WI

Responsibilities included: authoring content for and maintaining the internal and external websites for one of the top hospital/medical clinic systems in Wisconsin. Primary developer on the external website redesign/consolidation/content migration project. Additionally responsible for implementing and configuring the Google Search Appliance and Web Trends on the new website.

Responsibilities:

- Enhanced and maintained content for 5 websites for Froedtert Health, using Visual Studio 2010 and Adobe Creative Suite.
- Implemented and configured the Google Search Engine Appliance on the new Froedtert Health website.
- Facilitated usability testing sessions and focus groups.
- Analyzed website metrics to determine ROI.

Senior Programmer Analyst/ Assistant Reporting Manager

October 2006 to July 2012

Kohl's Corporation - Menomonee Falls, WI

Responsible for ensuring that the kohls.com website remained up, so that customers were able to shop, orders were processed and reports were maintained. Ensured that the site content was optimized to maximize the ROI on marketing campaigns. Partnered with key business users to identify and document reporting requirements, developed solutions to meet business reporting needs, analyzed processes and developed best practice solutions that address business reporting issues/concerns. Developed, tested and delivered merchant business reports that drove sales and profitability and tracked key business drivers.

Responsibilities:

- Part of a team that created and maintained a multi-million dollar fashion e-commerce website (www.kohls.com) built on Blue Martini Content Management architecture.
- Ensured website supported marketing campaigns, and allowed for maximum traffic and conversion.
- Assisted in gathering business requirements, prepared design/technical specifications, and programmed and tested system functionality for the new site in large upgrade project.
- Provided leadership in projects, communicated to advisory boards, and conducted meetings with project stakeholders regarding overall progress, milestones, dependencies, deliverables, baseline, critical path, contingency ideas, and technology needs in a timely and clear fashion.

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- Provided data mining and metrics analysis for multiple departments, including E-Commerce, Product Development, Buying Offices, etc.
- Defined, documented and analyzed requirements to achieve an effective technical solution.
- Created, scheduled and maintained over 75 Crystal Reports.
- Supported Kohl's Store Locator that extensively used XML and XSL/XSLT to incorporate driving directions and present store-related information.
- Developed reports based on documented requirements and design specifications, utilizing Business Objects, Crystal Reports, Microstrategy 8 and 9, MS Access, and SQL (Oracle and DB2).
- Published reports to Sharepoint sites.

Online Marketing and Content Manager

May 2002 to September 2006

Proven Direct - Menomonee Falls, WI

Responsible for designing, maintaining and authoring content for the Proven Direct website. Designed and developed e-mail marketing campaigns, and built websites and managed content and SEO programs for clients.

Responsibilities:

- Managed a team of content providers, developers and designers.
- Met with senior management to discuss goals and define requirements for the corporate website, and met with clients to do the same for their websites.
- Designed, programmed and maintained corporate website and client websites and web applications.
- Monitored and analyzed website analytics.
- Created several SQL Server 2005 reports for ASP.NET 2.0 applications.
- Built several e-commerce and other online applications for clients using ASP and Access.
- Created e-mail marketing campaigns for clients, including the Milwaukee Ballet and M&I Bank.
- Created several catalogs and reports using Quark Xpress, Illustrator, Adobe InDesign, and Adobe Acrobat.

Site Production Specialist/Web Developer

July 2001 to March 2002

StreetCance Marketing Communications - Milwaukee, WI

Built, maintained and authored content for client websites and databases for their clients on both NT and UNIX platforms using HTML, Javascript, CSS, CGI, Perl, ASP, SQL Server, MySQL, Oracle, Photoshop, Fireworks and streaming media.

Responsibilities:

- Built a secure online bill payment system for a prominent Milwaukee area hospital using CGI/Perl, and VeriSign's Commerce Site Pro/Payflow Pro.
- Built a secure online membership registration system using CGI/Perl.
- Created an online patient's diary system for a Milwaukee area hospital using CGI/Perl and XML.
- Enhanced a large hospital/medical web site, converted it to a new design, modified CGI scripts and implemented a subscription-based electronic newsletter using CGI/Perl.
- Created several online ordering systems for clients that automatically calculated and recalculated the order total as items were added or deleted from the order.
- Enhanced a password protected extranet web site using ASP pages and SQL Server, which displayed the distributors' order details by purchase order or item number, a month by month and year to date purchase summary, a bulletin board system and the most recent company press releases.

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Webmaster

November 1999 – March 2001

E-Stamp Corporation – Mountain View, CA

Responsibilities:

- Designed, developed, enhanced, maintained and authored content for the B2C and B2B web sites, co-branded partner sites, landing pages and marketing campaigns using a combination of HTML, Javascript, CSS, Active Server Pages, and campaign analytics software.
- Designed, maintained, managed and authored content for the Broadvision web site and the online store by creating and modifying Broadvision Java Server pages and administering the SQL.
- Managed the online store catalog, which included adding product SKUs, making pricing modifications and launching special discounts and promotions.

Project Management:

- Played a key role on the web site redesign and implementation team. Worked with the design firm to develop design and functionality for dynamic web site on Broadvision platform providing for a dynamic, customized user experience. Was the project lead in launching the new Broadvision web site, which provided the ability to present customized content and an e-commerce component with dynamic pricing.
- Coordinated activities among cross functional team, including Marketing, IT, Customer Support, and Web Production, to ensure all co-branded partner and marketing sites were developed on time. For promotions requiring special pricing models or functionality (i.e., opt-in disclaimers), ensured that all necessary application development was completed and thoroughly tested well in advance of promotion launch date.
- Led and coordinated cross-functional teams to implement modifications to the E-Stamp website, including collaborating with IT staff to execute changes to the Broadvision architecture, including database schema, to enable the site better meet changing business requirements.

Content Manager / Site Administrator

October 1998 – November 1999

Silicon Valley Bank – Santa Clara, CA

Responsibilities:

- Designed, developed, maintained and authored content for Broadvision-based dynamic and personalized, password-protected B2B web site.
- Maintained databases of content and personalization attributes using the Broadvision Dynamic Command Center; set up and administered user profiles/passwords; and assisted in the revision of Broadvision server-side Javascript pages that interacted with content and user databases.
- Enhanced the functionality of the web site by creating web applications using Javascript and CGI/Perl.
- Solely responsible for HTML production of 600+ page website, including graphic design.

Project and Partner Management:

- Worked with content providers, including partner companies (Prudential, Salomon Smith Barney, et al) and internal bank departments to ensure that website content was correct, relevant and timely.
- Had a lead role in the redesign of the user interface by providing direction to the design firm in the areas of business, functionality and usability requirements.
- Participated in the interview/selection process of web designers, developers and consultants.

Freelance Webmaster/Web Developer

January 1996 – March 2015

Pixels and Prose Web Services – West Bend, WI and San Jose, CA

One Million Lights and One Million Students – Milwaukee, WI

- Designed, developed, maintained and authored content for two WordPress websites
- Managed Google Analytics and AdWords

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Critter Sitters, Inc. – Milwaukee, WI

- Designed, developed, maintained and authored content for website for pet sitting company, including online bill payment
- Implemented e-mail and social media marketing campaigns, including Facebook and LinkedIn.

Attention and Achievement Center, San Francisco, CA, WI

- Designed, developed, maintained and authored content for website, including appointment scheduling.

Desktop Publisher

April 1990 – October 1998

City of Mountain View - Mountain View, CA

- Design, layout and production of a wide variety of complex documents for both print and web distribution.

Education

De Anza College: AA Degree in Liberal Arts, Journalism, Computer Science, Web Design, Web Development

West Valley College: Journalism, Computer Science, Web Design, Web Development

Ongoing Computer Based Training and Online Courses: Computer Science

Skills

Adobe Creative Suite, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, AJAX, ASP, ASP.NET, Business Objects (BO XI), CGI, content, content management, CMS, CMS – WordPress, Blue Martini, Careworks, computer experience, CSS, CSS3, Eclipse, Google Analytics, Google Search Appliance, HTML, HTML5, JavaScript, JSON, JQuery, JSP, Microsoft Office, MS SQL Server, MS SQL Reporting Services, MS SQL Server Management Studio, Microstrategy 8 and 9MySQL, Perl, PHP, PHPMyAdmin, PL SQL Developer, Salesforce, SDLC, SQL Stored Procedures, VB6, VB.NET, Version control: Beyond Compare, Subversion, Visual Source Safe, Visual Studio 2010, web servers, website, websites, web development and design, wireframes, WordPress, writing, XML