DOUG DAWSON   dwdawson@gmail.com   (312) 361-0331

WORK EXPERIENCE

Lipman Hearne   Chicago, IL   Summer 2012 to Present
Senior Digital Project Manager
- Managed several advertising projects for Notre Dame's Mendoza College of Business, including a Metra Station OOH takeover, static and dynamic digital banner ads, and a microsite refresh.
- Managed a multimedia ROI campaign for Queens College of CUNY including email blasts, postcards and brochures with 65,000 PURLS all targeting a responsive landing page on an AWS LAMP stack (including designing and implementing regular reporting processes). 144 prospective students targeted in our campaign are now enrolled at Queens College. http://FindYourQC.info
- Guided the digital development and managing the identity creation project for MentorUp, a new initiative from the AARP Foundation to support and encourage youth engagement with Americans 50+ in 2012 and 2013. http://mentorup.org
- Assumed responsibility for managing an underway project for the University of Louisiana at Lafayette's migration to a new Drupal 7 site in 2012-2013. Later managed the project to revamp the Events system for the website in 2013. http://louisiana.edu
- Successfully launched a new responsive design for the University of Nebraska Omaha 2013. http://unomaha.edu

DePaul University // depaul.edu   Chicago, IL   Winter 2010 to Summer 2012
Business Analyst & Web Project Manager

- Oversaw the assessment of the Department of Housing Services existing website and then wrote the functional requirements and created the information architecture and wireframes for their new SharePoint 2010 site. http://offices.depaul.edu/housing
- Managed the creation of a new website in SharePoint 2010 for the newly-established College of Science and Health. http://csh.depaul.edu
- Part of the team working under the guidance of the SharePoint Implementation Team to manage the migration of the core DePaul University website into SharePoint 2010. http://www.depaul.edu

Lipman Hearne   Chicago, IL   Summer 2010 to Winter 2010
Senior Interactive Project Manager

- Hired on contract to help manage a multi-site project with an aggressive schedule for The Chicago School Education System. Project includes marketing strategy and design for 6 individual public websites and 4 intranet sites, including:
    o   The Chicago School Education System http://www.tcsedsystem.edu
    o   The Chicago School of Professional Psychology http://thechicagoschool.edu
    o   Pacific Oaks Children's School http://www.pacificoakschildrensschool.org
- Asked to stay after contract ended to participate on template design and development project for the University of Texas at Arlington. I developed all functional requirements for Google Map integration on homepage. http://uta.edu

Independent Consultant   St. Louis, MO | Chicago, IL   Fall 2009 to Present
Digital Graphics and Web Consultant

- Provide individuals and companies with project management and general web services on contract.
- Clients include Berwyn, IL Police Department and cfm Distributors, Inc.

Public Library Association   Chicago, IL   Spring 2008 to Winter 2009
Manager, Web Services

- Managed the design and development of PLAspace.org, a Drupal-based online community for PLA members which successfully launched in fall 2008 and eventually had over 3,000 registered members.
    o Identified all tasks required to complete the project and provided regular status updates throughout the project.
    o Oversaw two different external contractors during that project's lifecycle.
- Designed and managed the creation of the *Virtual Learning Lounge*, an online site for community and education to support the 3,000 participants of the Bill and Melinda Gates Foundation-sponsored PLA project *Turning the Page*.

- Initiated the use of Twitter and Facebook and worked with the Marketing Manager to establish a Communication Plan to coordinate PLA's online communication efforts to the 11,000 PLA members.
- Led the way for all ALA divisions by being the first division to redesign the PLA.org division site to harmonize with the main ALA.org site.

Sender LLC   Chicago, IL   Spring 2007 to Spring 2008
Project Manager & Account Manager

- Performed resource estimation and primary writing for over a dozen proposals.
  - Notable successful proposals included a Digital Asset Management system for Shure and home-page design exploration for ChicagoTribune.com.
- Worked with Creative Director and Technical Lead on wireframes and information architecture for the merger of the Delta Machinery and Porter Cable websites (http://www.deltaportercable.com)
- Directly recruited, interviewed, and hired new developer talent, both full-time and contract.
- Managed 2 to 4 projects at any time including the long-term redesign of JustGreatTickets.com.
  - Created the Work Breakdown Structure and Project Plan for the JustGreatTickets.com project.

Purple Monkey Studios   Oak Park, IL   Fall 2005 to Spring 2007
Project Manager & Account Manager

- Developed and documented a complete process for the discovery process (pre-production) for all new complex projects including requirements documents, site maps, information architectures, wireframes, personas, use cases, Statements of Work (SOWs) and Work Breakdown Structures (WBSs).
- Successfully engaged new clients such as Sysmex America, Auto Club Group (AAA), the University of Chicago Press, and the Bulletin of the Atomic Scientists.
  - Compiled the Requirements Document and Stakeholder Record for these projects.
- Managed the breakthrough of a delivery logjam for a series of over 80 online Flash e-learning modules for Discovery Education Science Connection.

Digital Solutions Laboratories   St. Louis, MO   Summer 2000 to Fall 2001
Project Manager / Interactive Developer
Project Manager for intranet implementation of proprietary Content Management System (CMS) for First Bank.
Managed the development of all CD-ROM projects created with Macromedia Director and served as lead Director programmer.
Clients included American Airlines and Smurfit-Stone Container Corporation.

Chameleon Creative   St. Louis, MO   Fall 1999 to Summer 2000
Project Manager / Interactive Developer
- Maintained all development schedules for two design teams for Flash website development.
- Created working mock-up application of *Realms of Exiles* online game in attempt to secure VC funding.

Technisonic Studios   St. Louis, MO   Spring 1997 to Fall 1999
Project Manager / Interactive Developer
- Met with clients to establish requirements for complex CD-ROM and kiosk applications.
- Designed and developed CD-ROM applications for clients such as Monsanto, Artex International, and MasterCard.
  - Won Regional Addy award for *Interactive Disk—Best Sales Package* in 1998 and had another CD-ROM as honorable mention in the same category that year.

E D U C A T I O N

Webster University   Webster Groves, MO   Spring 1991
- Bachelor of Arts in Biology and Adjunct degree in Computer Studies