

Heather Moore

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Work Experience

Web Author

2/2008 – Present CDI/Intel

- Make daily HTML, CSS and XML updates to Intel.com websites inside their CMS (Interwoven, Teamsite)
- Manage the redesign of the Intel Technology Partner website: wrote new HTML/CSS/JavaScript-driven templates, coordinated with internal and external stakeholders, and trained team on use of new graphical and code templates.
- Chronicled best practices and new protocols for Channel team.
- Trained and served as mentoring resource for new hires
- Professional development: completed 12-course Project Management series, trained with Channel Tech Lead to learn PNT development and TL processes

Freelance Writer/ Designer/ Project Manager

8/1999 – Present Various clients

- Analyzed and enhanced website architecture and messaging for clarity, usability and marketing effectiveness
- Successfully managed several websites from start to finish, including:
 - Domain registration and web hosting
 - Identity and logo design
 - Website design and development
 - Content creation, including press releases and search engine optimization
 - Shopping cart integration
 - Quality assurance
 - Site launch and ongoing maintenance

Web Developer/ Product Content Manager

9/2004 – 10/2007 PayPal

- Coordinated launch of PayPal China: handled initial spec scope meetings, resource estimation, implementation, issue escalation and overall project management within a frequently changing landscape
- Wrote, edited and implemented original content and code for the PayPal website using DHTML, XML/XSL, JavaScript and CSS
- As Web Development Push Czar, liaise with internal and cross-functional bug czars across the technology organization (and 3 time zones) on high-priority bugs; coordinate and troubleshoot resolution of merge conflicts and build breakages; and provide tri-weekly status reports to entire web development team
- Won two Bug Fu Awards for my successful investigation, troubleshooting and resolution of bugs for the PayPal website
- Chronicled best practices, training, support and documentation for cross-functional team members using internal content management system
- Served as SWAT team member: performed daily deliveries via ClearCase; provided support to Content team with coding, environmental and miscellaneous technical issues

Web and Marketing Copywriter

4/2003 - 9/2004 FusionOne

- Created and refined highly-targeted, benefit-driven online and offline messaging including
 - Banner and keyword advertising
 - HTML e-mail
 - Press releases
 - Website content (site text, Flash demos)
 - Retail brochures, user guides and inbox collateral
- Improved the customer support experience through analysis and revision of customer support messaging
- Increased messaging effectiveness with research and monitoring of marketing and industry trends
- Developed dynamic web pages that increased site functionality and usability

Web Developer

5/2002 - 4/2003 Thomson Learning

- Developed and designed web pages for multiple Thomson websites that:
 - Provided diverse graphical interfaces within stringent corporate guidelines
 - Improved site usability and functionality via customizable forms and dynamic navigation
 - Complied with Section 508/WCAG accessibility standards
- Analyzed and streamlined site architectures; efficiency improvements resulted in an average of 83% less server space and 35% less screen space
- Created Flash demos that generated strong demand and sales leads for Thomson products

Manager, Web Production

8/1999 - 4/2002 Fatbrain.com

- Received "Employee of the Quarter" award for excellence in project management, resourcefulness and creativity
- Supervised and provided leadership to team of five web producers.
- Screened resumes, interviewed and recommended prospective employees (freelance and staff)
- Served as usability, web production and QA point person for:
 - Daily Fatbrain.com updates
 - Strategic, company-wide site enhancement projects
 - Efficient, expedient transformation of Fatbrain.com's website to BtoB.BarnesandNoble.com
 - Documentation and initiation of critical departmental procedures
 - Creation of graphical and HTML templates for training and everyday use
- Provided excellent technical, general and transcription assistance with user testing
- Generated ideas and drafted clear, compelling copy for email campaigns

Intern/Contract Web Designer

2/1999 - 8/1999 Santa Cruz Web Design

- Designed and coded client web pages; optimized and edited graphics
- Created engaging and colorful copy for a travel website
- Researched and analyzed market opportunities for Santa Cruz Web Design

Narrative Evaluations / Computer Resource Specialist

11/1998 - 8/1999 UC Santa Cruz

- Provided troubleshooting, software, hardware and database maintenance for the Office of the Registrar in an efficient and friendly manner
- Documented departmental procedures
- Supplied critical information and assistance to students, faculty and staff

Departmental Research/Student Assistant

10/1998 - 6/1999 San Jose State University

- Designed web sites for courses, educational and professional associations
- Performed extensive research, reviews and analysis for department professors

Market Research Interviewer

10/1996 - 8/1998 Frank N. Magid & Associates

- Conducted market research surveys regarding public media (tv, film, news), health care and the telecommunications industries.

Staff Writer

3/1998 - 8/1998 Outspoken

- Composed dynamic, thought-provoking articles for monthly magazine, emphasizes on lesbian and gay political and social issues.
- Conducted in person and telephone interviews
- Provided detailed research and fact checking

Education

6/1998 University of Montana, Missoula, MT

- Bachelor of Business Administration, Marketing Emphasis

1998-1999 San Jose State University, San Jose, CA

- Studies toward a Masters of Communication, Online Journalism Emphasis
- Courses of note: Professional Technical Writing, Public Relations, Media & Social Issues, International Communications, Reporting, Feminist Ethics, Gender & Society

Expertise

- Communication (Written, Oral)
- Research and interviewing
- Project management
- Website usability and architecture
- Windows, Macintosh, and UNIX OS
- Various office, website design, coding, version control, network, and site management applications

References (attached)

- Letter from Bob Borchers, Vice President, Marketing and Product Management, FusionOne
- Letter from Jennifer Selby, Technology & Web Manager, Thomson Learning
- Letter from David Rompf, Senior Director of Content and Merchandising, Fatbrain.com



FusionOne

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August 6, 2004

RE: Heather Moore

To whom it may concern:

It is with great pleasure that I give my highest recommendation to Heather. For the past year Heather has been a valued and integral part of the marketing team at FusionOne. If you have met Heather, you know her skills, experience, and accomplishments are many. From our time together at FusionOne, though, four specific highlights command notice:

1. **Launched 3 websites in 4 months.** Heather built the templates for all the FusionOne web properties and personally churned out over 100 pages of copy and web produced nearly 400 pages in the space of four months.
2. **Increased advertising click through rates with effective copy.** Working with our on-line marketing team, Heather helped create and craft on-line marketing campaigns that generated unprecedented click-through rates and put a smile on the face of potential customers.
3. **Improved the customer experience.** FusionOne, as many small firms do, uses off-shore customer support staff whose English skills are varied. Heather recognized a potential issue and mitigated it by providing complete and effective scripts to handle the most common support issues.
4. **Solicited and embraced new opportunities.** To use a baseball metaphor, Heather is a utility infielder who plays many positions with equal aplomb. From technical writing to web production to graphic design, I knew that I could call upon Heather and she would accept the challenge and excel.

I recommend Heather highly and would hire her again without question. If you have further questions, please feel free to contact me at bob.borchers@bborchers.com.

Regards,

Bob Borchers
Vice President, Marketing and Product Management

April 23rd, 2003

Jennifer Selby
jenselb@yahoo.com
415.637.3095

To Whom it May Concern:

I am writing to provide a reference for Heather Moore. Heather worked for me in a contract capacity as a Web Developer for Thomson Learning from August 2002 to April 2003.

In this role she was responsible for a variety of web related tasks, including code cleanup, site designs and revisions, development of graphics for the web, creation of Flash pieces, and various other duties as assigned. I found working with her to be a great experience as she was always reliable, detailed, and thorough. When assigned a project, I could count on her to complete it on time, and I could discern by the questions she asked that she took the time to analyze the tasks before development. In addition, she was extremely enjoyable to work with and fit into our team quickly and easily.

I believe that Heather will excel in any career path she chooses, and would highly recommend her to potential employers. I would gladly work with Heather again if given the opportunity.

If you have any questions, please do not hesitate to contact me.

Sincerely,
Jennifer Selby

April 17, 2002
Re: Heather Moore

To Whom It May Concern:

I am pleased to provide this letter of recommendation for Heather Moore, who served as Manager of Web Production at Fatbrain, a Barnes and Noble.com company, between 1999 and 2002. As Senior Director of Content and Merchandising at Fatbrain, I directly supervised Heather's work and feel qualified to appraise the many fine qualities and contributions she brought to her immediate group and the company overall.

As Manager of Web Production, Heather supervised a team of five web producers who were responsible for creating and maintaining all web pages comprising Fatbrain's consumer and B2B internet presence. Her elevation to Manager came after numerous other promotions, from web producer to senior web producer and to user interface producer. Fatbrain's annual revenue rate was approximately \$60 million during Heather's tenure, thus her position as Manager of Web Production was a key role in the company. Specifically, she was a pivotal liaison with numerous business and technical groups in the company, including product marketing, editorial, sales, strategic partnerships, and engineering.

Heather's reputation within the company was, simply put, sterling. As a web producer, everyone regarded her as the most talented member of the production team, offering the most creative and efficient solutions. She was also known as the person who could get the job done quickly, accurately, and with exemplary diplomacy (and with a sense of humor). Universally, people within the company felt that Heather was the person to go to for the highest quality of work. For these reasons she ultimately was promoted to Manager.

After Fatbrain was acquired by Barnes and Noble.com, Heather accepted additional responsibilities in the business and technical transition project, which lasted more than six months. She became a lead contact in our transition coordination with BN.com in New York. I cannot over-emphasize the complexity and enormous scope of this project, which included re-designing and re-building all Fatbrain pages in a new look-and-feel, with additional technical and design requirements. Heather participated in all strategic planning meetings for the web transition, and worked directly with her counterparts at BN in New York to ensure that the project proceeded according to plan. She was tasked to allocate web production resources accordingly and to make important decisions about the design and implementation of the new business-to-business pages at BN.com. Employing her technical skills, management ability, and deftness in making complicated judgment calls, she proved herself again by accomplishing all transition projects before the deadline, and all the while she exhibited professionalism, intelligence, grace under fire, and an impressive work ethic.

If Heather could relocate to New York City, I would absolutely bring her with me to continue working at BN.com. However, I am convinced that she will be recruited quickly into another challenging position by a company who needs a person with Heather's range of talents, which go beyond the realm of managing a web production team. She is an excellent communicator with keen writing skills; she has developed a strong foundation in UI principles; and repeatedly she has proven herself as a facilitator of multiple projects and divergent groups.

I would be happy to provide further input and welcome phone or email inquiries. My telephone number in New York will be 212-414-6522, and my email is: drompf@book.com.

Sincerely,

David Rompf
Director, Professional, Technical & Business Books
Barnes & Noble.com