

Lauren Galliford: Web Designer & Developer

(585) 356-4843 | l.galliford@gmail.com | www.sitesbylauren.com

Work Experience

8/2010 - 11/2010: Interactive Project Manager

MedRageous - A Division of Regan Campbell Ward • McCann Digital/interactive agency for Rx brands

- Coordinated vendors and internal staff in creative and technical production of various interactive projects, including websites, games, trade show displays, email campaigns, and iPad applications
- Reviewed and tested sites and applications for functionality, compatibility, and adherence to brand and pharmaceutical industry regulations
- Maintained Microsoft Project timelines and delivered regular project status reports to internal production team and client account team
- Analyzed weekly employee time reports from AdWare system, tracked spending in Excel, and monitored budget requirements set by account team

12/2007 - 8/2010: IT Consultant & Developer

Chartis Private Client Group - A Division of AIG Insurance provider for high-profile individuals

- Used Microsoft Visual Studio to create, code, and publish PCG Intranet content (news articles, tutorials, reference pages) used by 900+ PCG employees worldwide
- Updated 200+ ASP classic and ASP.NET PCG Intranet pages to render XHTML/CSS compliant code, optimizing browser compatibility, usability, and site scalability
- Created ASP.NET application allowing users to easily perform a custom query of 10,000+ broker records from an external Oracle database, with custom reporting and formatting options
- Collaborated with AIG corporate marketing to design (Photoshop) and code (XHTML/JavaScript) a marketing website accessible to 10,000+ insurance brokers worldwide

6/2007 - 10/2007: Web Designer & Developer

FloralSystems / WebSystems eCommerce solutions for florists

- Designed and optimized custom osCommerce templates using Photoshop and Illustrator
- Modified osCommerce PHP code and plugins to enable custom functionality and integration with specialized FloralSystems point of sale software
- Performed SQL database maintenance to update and import florist catalog items and user information for use with osCommerce
- Performed occasional Web and DNS server maintenance
- Conducted over-the-phone osCommerce training sessions with florists across the US
- Edited/formatted copy and images for email marketing campaigns

10/2005 - 5/2007: Website & IT Department Assistant

Syracuse University Abroad Top-rated international education program

- Adapted print versions of student handbooks and related material for Web audience
- Created, documented, and reproduced promotional CDs and DVDs with video and interactive content for potential students and partner schools
- Created virtual tour and slide show of SU Abroad's Beijing program using Flash and Photoshop
- Assisted in setup of new computers (Macs and PCs) and LAN configurations
- Assisted in complete visual redesign of SU Abroad website to coincide with new branding
- Assisted in migration of SU Abroad website from ASP to CakePHP rapid development framework
- Assisted in setup and maintenance of Subversion version control system

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Education

Syracuse University - School of Information Studies & S.I. Newhouse School of Public Communications

Dual BS: Information Management and Technology & Television, Radio and Film 05/2007

- Graduated Summa Cum Laude with a cumulative GPA of 3.859
- Honors: School of Information Studies Dean's Scholar Award, Syracuse University Founder's Scholarship, Syracuse University Scholarship
- Activities: National Society of Collegiate Scholars, Golden Key International Honor Society, School of Information Studies Peer Advisor, SU Abroad London Program
- Article selected for publication in *Intertext*, a Syracuse University Writing Program magazine

Skills

Operating Systems & Software

- Adobe Creative Suite
- Mac OS X
- Microsoft Office
- Microsoft Visual Studio
- Microsoft Windows

Content Management

- Blogger
- Movable Type
- SharePoint
- Tridion
- WordPress

Design & Organization

- Banner Ad Design
- Image Editing/Retouching
- User Interface Design
- Website Layouts

Video

- Compression & Codecs
- DVD Authoring
- Final Cut Pro
- Flash
- Premiere

Front End & Browser Scripting

- AJAX
- CSS
- HTML/XHTML
- JavaScript
- jQuery
- XML
- XSLT

Back End & Server Scripting

- ASP
- ASP.NET
- PHP
- SQL
- VB.NET

Web Metrics & Marketing

- Google AdWords
- Google Analytics
- HitBox

Writing & Content Generation

- Articles and Reports
- Banner Ad Copy
- Multimedia Scripts
- Social Media Content