Cynthia **Brown**

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OBJECTIVE **Pursue opportunities as a web strategist** where my experience, skills, knowledge and abilities in this area can be fully utilized.

EDUCATION **Associate in Applied Science**, Internet Programming
J. Sargent Reynolds Community College
Richmond, VA

Bachelor of Arts, Speech Communications
Old Dominion University
Norfolk, VA

SKILLS **Skilled in current web design and development methods, including HTML 5, Bootstrap framework, CSS, C#, Classic ASP, SharePoint, Crownpeak Content Management System (CMS), Google Webmaster Tools, Google Analytics, Webtrends, Search Engine Optimization (SEO), and 508 compliance. Highly knowledgeable of Adobe's Creative Cloud tools: Photoshop and Dreamweaver. Expertise in optimizing web content for SEO and readability.**

EXPERIENCE **Virginia Department of Transportation – Web Developer, VDOT Web Section (June 2002 to Present)**
Lead the design, development and implementation of 20-plus project websites to support VDOT's construction program. Collaborate with district communicators and Information Technology division to ensure business requirements are understood and appropriate solutions developed. Manage all phases of website design -- from content development, coding and prototyping -- to system testing, integration and deployment. Implement and interpret Google and WebTrends analytic data for website stakeholders. Update websites to communicate breaking information and news. Create and customize content management system software using Classic ASP and C# -based proprietary language. Provide training and support to content contributors across the state. Document processes and write technical guides and job aids. Integrate websites with social media accounts, including Twitter and YouTube. Add features to leverage search engine optimization (SEO) to

improve Google ranking. Collaborate across VDOT sections -- content, video, photo, graphics, cartography -- to produce optimum solutions for VDOT's online presence. Track and escalate issues as needed. Guide communicators in optimizing, developing and maintaining web content.

Independent Contractor – Technical Writer (2001 – 2002)
As a consultant, researched and wrote content to support operations of rollout of new software and hardware for Altria Corporation. Created technical manual for Governor's appointment nomination system.

Marketing and Sales Support Engineer for Startups: LeapFrogXML (2000 - 2001) – Collaborate with staff in the creation of branded campaigns, event planning, collateral items, newspaper ads, and brochures to support product rollout. Provided support in all facets of small business operations, including technical writing to document processes, policies and procedures, plan events, develop and update intranet and many other administrative functions.

McGuireWoods LLP (1999 - 2000) Web Developer
Develop and design new Web pages for corporate wide intranet. Provide training to website contributors on FrontPage 2000.

R. J. Reynolds Tobacco Co. (1998 – 1999) Web Developer
Develop and design new Web pages for internal and external websites. Perform maintenance of websites to ensure content is accurate and broken links are detected and fixed. Provide training for collegues and other web content contributors.

Broadway and Seymour (1995 – 1999)
Researched and wrote supporting documentation for all phases of system development life-cycle process in support of proprietary call center system, including rapid application development (RAD) and functional requirement, specifications.

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Professional References

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