

DAVID HEDRICK SKARJUNE, EDP

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CONTENT STRATEGIES ♦ MARKETING COMMUNICATIONS ♦ SOCIAL MEDIA

PROFILE

Content Management Systems	Rich Media, Podcasts, Webinars
Constituent Relationship Management	Search Engine Marketing
Database Development	Search Engine Optimization
Digital Asset Management	Social Media
Direct E-mail Marketing	Web Design & Development
Electronic Document Design	Writing & Editing

CERTIFICATIONS & AWARDS

Electronic Document Professional (EDP)	Dunwoody College of Technology Dean's Award
Microsoft Certified Professional (MCP)	Loft Creative Nonfiction Award

PRESENTATIONS

Social Media panelist, MNCN Nonprofit Technology and Communications Conference	2010
Email for Multi-Channel Communications, Xplor 2010 Global Conference	2010
MAP for Nonprofits TechWorks talks on YouTube	2010
Online Community Building, Twin Cities Media Alliance Forum	2009
Minnesota Daily Alumni Association Annual Banquet panelist	2009
Website & Email Design, Twin Cities Web Design	2008-2009
Database-driven Web Systems, Minnesota MySQL User Group	2007-2008
Contemporary Database Strategies, Xplor Global Document Exchange	2006
Design for Targeted Marketing, PIMN Annual Business Conference	2005

PROFESSIONAL AFFILIATIONS

Adobe InDesign User Group	Social Media Breakfast - Minneapolis/St. Paul
Minneapolis St. Paul WordPress User Group	University of Minnesota Alumni Association
NetSquared Twin Cities	Xplor International

TECHNICAL COMPETENCIES

Adobe Creative Suite	Google Adwords & Analytics	MySQL	SQL, T-SQL
Direct Marketing Email	HTML, XHTML, CSS	PHP, PEAR	XML, XSLT
Drupal, Joomla, WordPress	JavaScript, jQuery	RSS	XMP, RDF

EDUCATION & TRAINING

B.Sc. Photography, University College, University of Minnesota	1982
Xplor 2010 Global Conference, Tampa Bay, FL	2010
Nonprofit Technology & Communications Conferences, MN Council of Nonprofits	2006-2010
BarCamp Minnesota Technology & Design (un)Conferences and MinneDemos	2006-2010
MinneWebCon Continuing Education Conference, University of Minnesota	2009
php tek 2008 - Global Conference for Web Professionals, Chicago, IL	2008
PHP Essentials, php architect Online Training	2008
Xplor 2006 Global Document Exchange, Miami Beach, FL	2006
Convio Online Marketing & Fundraising, Austin, TX	2005
Xplor 2004 Global Conference, Dallas, TX	2004
Graduate Studies, College of Education, University of Minnesota	2003-2004
Online Education Systems, Minnesota School of Business	2001
Advisor DevCon Conference, Orlando FL, Advisor Media	1998-1999

EXPERIENCE

Online Community Builder

Windustry, Minneapolis MN, 2009-2010

Wrote, edited, and formatted content for Drupal content management system. Managed online forums. Monitored wind industry news and managed media relations. Coded XHTML & CSS, installed Drupal modules, wrote PHP scripts, set up RSS feeds. Managed Constant Contact email campaigns. Designed newsletter, presentations, and printed materials using Adobe Creative Suite. Designed interactive PDF forms with Adobe Acrobat & Live Cycle Designer. Developed Facebook promotional pages using FBML. Launched Twitter social media campaign. Setup Salesforce.com for customer relationship management (CRM). Managed Google AdWords and Google Analytics for SEM & SEO. Facilitated Google Apps for staff calendars and collaboration. Administered webinar events and recordings with ReadyTalk & Microsoft Office Live Meeting.

Communications Assistant & Webmaster

Minnesota State Arts Board, Saint Paul, MN, 2007-2008

Managed content on State of Minnesota NorthStar web portal using Dreamweaver for XHTML, CSS, JavaScript, and CGI scripts, including online art galleries. Edited agency program and media materials. Developed database-driven web systems for artist rosters and online application systems using PHP, MySQL, XML, & XSLT. Designed interactive PDF forms with Adobe Acrobat & Live Cycle Designer. Designed web graphics, logos, printed pamphlets, and annual reports using Adobe Creative Suite. Hosted streaming videos with Flash on web site.

Web Communications Coordinator

Minnesota AIDS Project, Minneapolis, MN, 2005-2007

Managed a Convio website for email campaigns to 50,000 contacts and annual \$1/2M fundraising. Developed the Positive Link interactive community website using the Joomla content management system for moderate, private access for people living with HIV/AIDS. Developed the Pride Alive website using XHTML, CSS, and JavaScript with a customized calendar plugin using a PHP/MYSQL backend system. Designed Interactive MAP volunteer blog using WordPress. Developed fundraising reports and customer relationship management batching scripts with SQL between Convio, Sybase, Microsoft Access, & Lotus Notes. Produced online webinars for training and online audio talks of public forums. Launched online live chat system for AIDSLINE counseling using Crafty Syntax. Wrote conversion scripts for 200-page source document to flow content into Adobe InDesign using Visual Basic for printed publishing of the *HIV Resource Guide*.

Instructor

Dunwoody College of Technology, Minneapolis, MN, 2002-2005

Honored with Dean's Award for outstanding contribution to educational quality during a merger between two NEI College of Technology degree programs and a Dunwoody degree program. Created and organized curriculum for computer programming, web design, database development, digital media, digital literacy, and other IT topics including XHTML, CSS, JavaScript, Python, Zope, ColdFusion, Active Server Pages, Visual InterDev, SQL Server, MySQL, Dreamweaver, Fireworks, GIMP, Windows Movie Maker, UML. Implemented E-Learning classroom systems and trained Instructors to increase use of digital materials and to improve accommodation of student learning styles. Developed and managed graduating seminar for students to practice career development skills.

Independent Technology Consultant

Word & Image, LLC, Minneapolis, MN, 2000-2002

Developed Visual Basic/SQL application for CarePlus report system as a data mart for the Best Buy Business Process Management in the Stores data warehouse system, providing overnight metrics in dynamic HTML web format to drive business process improvements in the retail environment. Designed dynamic websites for small companies with custom FrontPage themes and Active Server Pages to provide automated WYSIWYG authoring by customer staff. Programmed Visual Basic modules to automate SQL data and JPG image loading into forms and reports for the facility management division of RSP Architects

Adjunct Faculty, Adviser, Consultant

Minnesota School of Business, Richfield, MN, 2000-2002

Developed an Attendance Tracking system that integrated with college database systems to provide weekly reports for Directors and Instructors to monitor student behavior issues. Advised students on Orientation, Psychological Inventory feedback, and Performance issues to improve student motivation and retention. Wrote, updated, and delivered curriculum for the Software Development degree program including Microsoft Access, Visual Basic, Visio, and Microsoft Project.

Adjunct Instructor

NEI College of Technology, Minneapolis, MN, 1999-2002

Instructed evening students in web design, e-commerce, content management systems, computer programming, database design and development, and other information technology topics including HTML, CSS, Microsoft Access, Visual Basic, SQL Server, and Active Server Pages.

Senior Consultant

MSI Consulting, Eden Prairie, MN, 1998-2000

Analyzed database systems and developed data marts for Techies.com in Access, SQL Server, and Onyx CRM to assist with remediation strategies for data anomalies affecting Corporate Sales, Finance, and Customer Service Operations. Developed Crystal Reports reporting system at Vida Health Care for n-tier Intranet environment using stored procedures in SQL Server, Visual Basic classes, Microsoft Transaction Server class components, Active Server Pages, and Visual InterDev. Developed web-based survey system at Teltech serving Fortune 500 clients using SQL Server, Access 97, Outlook 98, and Active Server Pages. Developed targeted email system at Teltech for some 50,000 user accounts at over 1,000 clients using Visual Basic, SQL Server, Microsoft Access, Office User Forms, MAPI and Microsoft Outlook. Developed a data mart at Teltech to measure business response times against staff real time activity using SQL Server, Visual Basic, Microsoft Access, and Microsoft Excel pivot tables. Designed Preventive Intervention Reminder Program (PIRP).reporting system at United Health Group for some 1 million account tracks using UNIX DB2, Korn Shell, AWK, and PERL scripts, Visual Basic, and Microsoft Excel.

Technology Consultant

Ajilon Consulting, Bloomington, MN, 1997-1998

Developed Trust Systems Services timesheet tracking application and project reporting system at American Express Financial Advisors for analyzing 200,000 annual staff Project hours integrating Visual Basic, Microsoft Access, Excel and Lotus Notes. Converted Paradox database tables, queries, and reports from OS2 to Microsoft Access in Windows, and converted Lotus 1-2-3 spreadsheets and macros to Microsoft Excel.

Systems Analyst

Mortgage Resource Center, Eagan, MN, 1996-1997

Managed internal systems team at a Microsoft Solution Provider company for production of the AllRegs online reference for mortgage lending industry information. Developed database system for tracking 25,000 customers and prospects using Microsoft Access and Visual Basic. Solved a \$500,000 billing backlog and \$300,000 receivables backlog with a new cash applications data model and new invoicing program. Provided exception handling for customer and accounting records to ensure 100% accuracy in all database transactions. Managed transition from a Novell network environment to a for new Microsoft Windows client-server network.

Publishing Systems Specialist

Personnel Decisions International, Minneapolis, MN, 1991-1995

Managed desktop publishing systems for a global management consulting corporation. Developed automated workflow between Microsoft Word and Aldus PageMaker templates to improve collaboration between writers and production staff. Developed The Source as a search application indexing the Training & Development document library developed in Visual Basic to run in Microsoft Excel and incorporating wide area network messaging for updates and document orders. Developed Microsoft Access database systems for project management, training workshops, and client feedback. Worked on enterprise Continuous Quality Improvement teams providing statistical analysis, project management tools, business processes redesign, and performance metrics.

Freelance Writer, Editor & Photographer

Minneapolis, MN, 1980-1992

Senior Editor for *Vinyl Arts Magazine*, *New North Artscape*, *Public Art Review*, and *Minnesota Arts Directory*. Journalist and art critic for *Advisor Media*, *City Pages*, *Minnesota Daily*, *Mpls. St. Paul Magazine*, *Print*, *Public Art Review*, *Saint Paul Dispatch*, *Star Tribune*, and *TIME Magazine*.

Graphic Arts Technician

P&H Photo Composition, Jodee Kulp Graphic Arts, Minneapolis, MN, 1988-1991

Specified requirements, layouts, and deadlines for jobs in full-service graphic arts shops. Provided typographic proofreading for national accounts including advertising agencies, book publishers, corporations, and colleges. Maintained best practices according to Associated Press, University of Chicago, and specialized client standards. Performed graphic design and desktop publishing using Aldus Pagemaker and Ventura Publisher.