

# HOLLYWORKS



## current

### President • HollyWorks

[www.hollyworks.com](http://www.hollyworks.com) [@hollyworks2go](https://twitter.com/hollyworks2go) [facebook.com/hollyworks](https://facebook.com/hollyworks)

*Building smarter websites. e-Publishing, Creative Content, Social Media and Branding*

HollyWorks creates beautiful, smarter Websites that combine accessibility and visual impact, with intuitive design and organic searchability. Self-marketing, content-rich, and feature-loaded, built upon an evolving platform of modern web coding standards. We employ everything from SEO to social, Content Management to responsive web design.

I specialize in developing creative content, and social media graphics packages and campaign strategies.

### Publisher • Boilerplate Books, LLC

[www.boilerplatebooks.com](http://www.boilerplatebooks.com) [@boilerplatebook](https://twitter.com/boilerplatebook) [facebook.com/boilerplatebooks](https://facebook.com/boilerplatebooks)

*Digital publishing • ibooks • epub • mobi*

## history

### VP and Partner

**CyberSeniors** [www.cyberseniors.org](http://www.cyberseniors.org)

Portland, Maine

1997- 2006: Founding member, web designer and consultant for this award winning, non-profit organization.

### Director of Web Services

**New England Internet Services,**

'98 - '99 Web development, project management, strategic planning, and marketing (Portland, Maine)

**Creative Manager & Founding Partner  
New Media Development Group  
Guy Gannett Communications**

'95 - '98: Founding member and Creative Manager of Guy Gannett Communications' New Media Division. Created commercial, media-based Web development business for Guy Gannett. Collaboration, strategy and design for GGC community based Internet properties. (Portland, Maine)

### Advertising Manager

**J. Weston Walch, Publisher**

'92 - '95: J. Weston Walch, an educational publishing company, produced 52 separate, full-color catalogs yearly with a distribution of 7.5 million copies to North America and Europe. Transitioned Marketing Department to computerized design and layout. (Portland, Maine)

### Marketing Director

**Andover College**

'87 - '92: Marketing director and media-buyer for a small business college. Yearly advertising strategy, budget and implementation plus creative ad production for print, radio, television. (Portland, Maine)

## chops

**Mastery in hundreds of Internet applications and technologies covering the full spectrum of Web and multimedia or digital development.**

Specialties: HTML5, CSS3, jQuery, MySQL, PHP, Social/Open Graph, API integration, and just about anything else you can think of. Mastery in virtually every piece of software used in web design, traditional and digital publishing, and graphic design. UI/UX design.

Typical software day: Adobe product suite: Photoshop, Illustrator, inDesign, Flash and Adobe Captivate.

Coda, BBEdit, CodeKit, X-Code, and a variety of frameworks from Bootstrap to Webplate. iTunes Producer, Microsoft Office Suite. Axure wireframing.

Complete working knowledge of traditional four-color process printing, digital desktop publishing, and digital file preparation, management and production.

Experience in radio, television, educational publishing, and newspaper industries.

Associate Degree, Computer Science, Andover College, Portland, Maine • 1987

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