MORGAN DAVIS

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EXPERIENCE

Web Director,   (Jul 2004 – Present)
Warren Wilson College

WEB DESIGN / FRONTEND DEVELOPMENT

- Web design from concept to production. Collaboration following Agile principles. Used responsive frameworks. Created WordPress themes.

- Built intuitive forms and UI using JavaScript and JQuery. Guerilla usability testing and prototyping. Developed ecommerce platform and created streamlined forms for account payments, donations, and event registrations.

WEB DEVELOPMENT

- Wrote a CMS from scratch to accommodate nonstandard architecture. It featured a custom PHP MVC framework, PHP Documenter, and Apache Subversion. CMS had 7-years of service / 400 users / 4,000 pages of content.

- Created a unique college catalog system. Converted 300-page book to an online resource with an XML data source. PHP and XSLT allowed dynamic generation of richly formatted HTML or rich text and granular syndication of data. Planned workflow and trained catalog editors to manage XML.

- Wrote a PHP proxy using cURL. Before widespread RSS and iCal, this proxy allowed the College website to access, style, and display data from third-party tools.

MARKETING & SOCIAL MEDIA

- Member of the taskforce responsible for the College's marketing plan. Helped create a style guide and administered visual identity. Participated in branding exercises, research, and authored a blog on marketing and higher education.

- Led new media initiatives on trending platforms. Shot, edited, and embedded videos in 2006. Trained students to create podcasts in 2007. Established presence on Facebook, YouTube, and Flickr. Currently involved in efforts on Instagram and Tumblr.

- Orchestrated successful email campaigns and published a monthly email newsletter for six years. Latest campaign, with responsive design and multivariate (A/B) testing, went to 90,000+ teens. Moving the campaign in-house improved response rates while saving the institution more than $15,000.

SELECT SKILLS

LANGUAGES & TOOLS

LAMP Environment
HTML 5
XHTML
CSS 3
  Sass
JavaScript
  jQuery
  AJAX
  DOM
  Bower
  Scriptaculous
PHP
XML
  XSL
  XSLT
  RSS
YAML
MySQL
Regular Expressions
Bootstrap
Foundation
Drupal
WordPress

SOFTWARE

Adobe Creative Suite
Microsoft Office
Google
  Webmaster Tools
  Analytics, etc.
Basecamp
Zend IDE
Geany
VI
Subversion
Git
Final Cut Pro
ACID Pro
Photomatrix Pro

WEB MANAGEMENT

- Managed a crew of between one and five part-time student employees – several have gone on to successful IT careers. Duties included training, supervision, and regular evaluations.

- Performed regular website audits and created content management strategies as the site grew from ~300 pages in 2004 to more than 4,000 at present. Researched, installed, and evaluated Drupal. Currently orchestrating migration to a WordPress-based CMS.

- Authored site content to improve organic search traffic. Created a sitemap. Managed Google rankings and profile via Google Webmaster Tools, Google Local, and Google+. Tracked usage data with Google Analytics and log file analysis. Configured Google search appliance.

Founding Member, WestCarolina.Net LLC (Sep 2002 – Jan 2005)

- Responsible for design, implementation, and management of 14 client websites.
- Assisted with bookkeeping, annual tax filing, and state LLC registration.
- Assisted management of a virtual hosting environment.

Web Crew, Warren Wilson College (May 1999 – Aug 2002)

(The Web Crew is part of Warren Wilson College's work program and is similar to an internship.)

- Redesigned the homepage and over 200 pages of static HTML, and migrated to a template created from server-side includes and DHTML (HTML 4, JavaScript, and CSS 2).
- Assisted managing Linux workstations, including Debian and RedHat.
- Managed web server software, such as Apache and PHP.

EDUCATION

BA, Warren Wilson College (GPA: 3.8) – 2002.

VOLUNTEER EXPERIENCE

Advancement Committee member for Evergreen Community Charter School: Sep 2011 – Present.
Board Member & Webmaster for Full Moon Farm, Inc., wolf & dog sanctuary: Jul 2004 – Dec 2008.
Webmaster for Holy Ground, nonprofit feminist retreat ministry: Jun 2001 – Jul 2004.
Webmaster for Hike to Heal, supporting Life After Cancer: Feb 2001 – Oct 2001.

REFERNECES

(References available upon request.)