

PROVEN ABILITIES

Marketing communications professional with more than eight years of experience in website management including corporate sites, portals, intranets and secure extranets. Strengths include visual design expertise, excellent customer communication skills, proven on-time project management capabilities and creative approaches to problem solving. Experience in working with Fortune 500 firms as well as startups. Diverse experience with both the technical side and marketing contribute to success as a versatile team player that produces results.

Technical Expertise

Highly skilled in Web user interface, architectural design and graphics optimization. Ability to hand-code to the latest XHTML standards for accessibility and usability.

Extensive experience with web design applications and developer tools, including:

- Adobe Photoshop, Illustrator, InDesign, PageMaker, Acrobat, Image Ready and GoLive
- Macromedia Dreamweaver, Fireworks and Flash
- ColdFusion, Homesite and Interwoven Teamsite
- JavaScript, CSS, XML, UNIX, FTP, Telnet, basic CGI and PHP programming
- Webtrends and Watchfire site analysis
- Atomz and Ultraseek enterprise site search

Marketing Strengths

Ability to edit and repurpose content for multiple delivery formats, such as, internal and external websites, collateral, print, CDs, animated demos, email newsletters and sales presentations. Experience with demand generation campaigns, product launches, tradeshows, seminars and webcasts. Marketing collateral production—from concept to print—of datasheets, white papers, brochures, CDs. Software application skills include:

- Adobe Creative Suite
- Quark Express
- Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Laurie Ferris Web Design and Production Service

Freelance Consultant
Oakland, CA
03/03 - present

Provide web design and marketing support for clients including:

- International House at UC Berkeley
- Bodyshop.com
- Microsoft
- Celequest
- Securify
- California Association of Public Hospitals
- SUN Microsystems
- BEA Systems
- GyroGroup
- Diet.com

Inktomi Corporation

Corporate Webmaster/
Marketing Communications
Manager
Foster City, CA
11/00 – 3/03

- Managed website integration of mergers and acquisitions, including DNS ownership transfers, URL redirects and content re-branding
- Created and implemented a new Inktomi brand look and feel for use in collateral and websites
- Programmed a lead qualification form that resulted in an increase in the number of pre-qualified leads by 300%
- Successfully migrated the investor relations site in-house, resulting in \$20,000 annual savings from vendor hosting and site management fees
- Led the production process from of 500,000 + pieces of marketing collateral, including white papers and brochures for trade shows, sales and public relations teams
- Produced interactive Flash demos, ROI calculators, multimedia theater presentations and software installation CDs for lead generation

Laurie A. Ferris

Web and Marketing Professional

www.lferris.com

FastForward Networks

Webmaster
San Francisco, CA
4/00 – 10/00

- Created a new Intranet site—from scratch and without a budget—that drastically improved internal communications
- Managed all aspects of the public site including performance testing, link checking, weekly traffic reports and implementing site search capabilities
- Monitored site traffic and adjusted hosting plans, resulting in a savings of 40%
- Built additional sections for partners, investors, terms, site feedback and secure techdocs directories for customers

Lucent Technologies

InterNetworking Systems
Senior Web Producer
Alameda, CA
6/99 – 4/00

- Maintained Webmaster email by responding to inquiries and delegating issues to the appropriate contacts for resolution
- Deployed site redesign with Interwoven's Teamsite after the merger
- Supervised the Web integration of Lucent's acquisitions and mergers
- Hand coded HTML to company standard using JavaScript, cascading style sheets, Unix version control and basic CGI programming

Ascend Communications

Internet/Extranet Web
Producer
Alameda, CA
3/98 – 5/99

- Managed multiple projects for the Ascend public site and partner extranet, including site redesigns and user feedback analysis
- Responsible for all Web related components of demand generation campaigns, including online Web seminars and webcasts
- Successfully migrated legacy site into database driven application, improving efficiency by 30%

American President Lines

Intranet Site Manager
Oakland, CA
10/95 – 2/98

- Created the department's first intranet site that significantly improved communications between team members in Asia, Europe and America
- Wrote HTML based help documentation and tested the performance of Java based shipment tracking applications
- Created and maintained user databases

Bay Cable Advertising

Account Executive
Concord, CA
12/94 – 9/95

- Sold cable television commercial spots to small businesses and ad agencies
- Co-produced an infomercial on an earthquake survival kit that was broadcast throughout the San Francisco bay area

Exposure Marketing

Event Manager
US World Cup Venue Cities
3/94 – 8/94

- Managed promotional events for Pontiac and GM on national World Cup Soccer tour and SoccerFest trade shows
- Responsibilities included on-site event coordination, public relations, client relations, display set-up, model talent staffing, labor supervision crisis management and problem solving

Virtual World

Marketing Director
Walnut Creek, CA
11/92 – 3/94

- Successfully introduced Virtual World, a Disney-backed virtual reality entertainment center, to the public through a swanky grand opening party attended by celebrities, the press and local politicians
- Garnered more than 10 television features, including segments shown on Good Morning America, MTV Sports, CBS News and the BBC

EDUCATION

Bachelor of Arts Degree, San Francisco State University Major: Humanities / Minor: Marketing
Special studies in Web Usability, Multimedia and Team Dynamics