

ELIZABETH WINDSOR

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OBJECTIVE

Complement strategic business objectives, in a web-based environment, by developing and managing processes and procedures, which ensure a smooth transition from marketing concept to technology implementation.

WORK EXPERIENCE

Senior Web Associate, Sales & Marketing

American Chemical Society, Publications (August 2004 – Present)

- Weblogs: Design, launch, and maintain multiple weblogs with moderated user comments using TypePad.
- Podcasting: Create, post, and register audio and XML files for multiple podcasts introducing new products and promoting meetings.
- RSS: Create and post XML files for librarian newsletter RSS feeds.
- Usability Testing Protocol & Observation: Assist to develop screening questions and user tasks for benchmark testing; Observe testing sessions.
- Supervise in-house Web Assistant staff and off-site contractors.
- Act as Technical Lead to implement and maintain an English/Japanese website.
- Serve as liaison between Marketing and Information Technology staff to create automated CGI scripts to streamline the creation and data retrieval of online forms.
- Present business objectives and interface layouts for new software projects to stakeholders.
- Determine appropriate resources, scheduling, and priorities needed to successfully complete online marketing initiatives.
- Determining appropriate navigation, interface layout, and file structure needed to successfully complete online marketing initiatives.
- Assist Information Technology to implement a SAN environment by participating in extensive site testing.
- Assist to brand company websites and optimize search visibility.

Web Associate, Program Office

American Chemical Society, Washington Information Technology (July 2002 – August 2004)

- Serve as liaison between Marketing and Information Technology staff for online Marketing-related activities.
- Format, post, and maintain content provided by Marketing and Information Technology staff for online promotions and campaigns.
- Provide weekly status updates to Marketing staff regarding web maintenance and projects.
- Create, post, and maintain online ad buttons based on specifications provided by advertising Sales Representatives and customers.
- Redesign the ACS Publications intranet to optimize usability and functionality.
- Interview intranet Content Editors to determine the appropriate functionality for their respective home pages.
- Assist to hire a Web Assistant for Information Technology.

Web Assistant, Special Publications

American Chemical Society, Publications (November 2000 – July 2002)

- Post and maintain monthly and bi-monthly web editions for 5 scientific magazines.
- Post and maintain online news and supplementary information as requested by Editors.
- Design websites for domestic and international conferences and meetings.
- Redesign and launch the Analytical Chemistry magazine website.
- Create and maintain online advertising for internal campaigns and external advertisers.
- Assist to hire a Web Assistant for Special Publications.

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EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science: Fine Art

Towson University, Towson, MD
Lorenzo di Medici, Florence, Italy
Concentration: Photography, Art History

Certified Usability Analyst

Human Factors International, Washington, DC

- User Centered Analysis and Conceptual Design
- The Science and Art of Effective Web and Application Design
- Practical Usability Testing
- Putting Research into Practice

Seminars & Short Courses

- How to Become a Better Communicator
- How to Handle People with Skill and Tact
- Career Focus
- Planning & Conducting Meetings
- IBM Surfaid, web Statistic Software
- Lynda Weinman (Aquent)
- Making Your Website Work Harder
- Web Project Management (Westlake)

TECHNICAL SKILLS

Languages

- CSS
- DHTML
- HTML
- JavaScript
- XHTML
- XML

Platforms

- MAC OS 9/10.2/10.3
- UNIX
- Windows 2000/XP

Software

- Adobe Acrobat
- Adobe ImageReady
- Adobe Photoshop
- IBM Surfaid
- Macromedia Flash
- Macromedia Dreamweaver
- Microsoft Office
- Visio

DESIGN PORTFOLIO

Personal

- <http://www.e-lizabeth.com/>

Weblog

- <http://acspublications.blogs.com/sla2006/>

American Chemical Society

- <http://pubs.acs.org>
- <http://pubs.acs.org/promo/greenchemistry/index.html>
- <http://pubs.acs.org/promo/earthday/2005/index.html>
- <http://pubs.acs.org/promo/flash/marketing.html>
- <http://pubs.acs.org/promo/ncw/2005/index.html>
- <http://pubs.acs.org/promo/earthday/2004/index.html>