

## Statement:

I'm interested in challenging, complex projects that support community-building, organizational culture, data collection, and greater information transparency.

I am very interested in working with groups that are mission-driven and are ultimately involved in supporting a fair and just society.

My growth will be in the fields of: business intelligence, knowledge products that better tell an underlying story, best practices for engagement with users, and triggers that spur action (and their measurement).

## Core Competencies:

- Experienced project lead - systems integrator - communicative - patient
- Strategic integrator - understands and aligns needs of client, partners, internal team, technology resource people and products, and policy/content managers in order to drive a successful outcome
- Product manager - functional specifications, database architecture, wireframe, rapid deployment, and analytics to report back and improve
- Full stack developer 10 years and 3 years agile / scrum
- Advisor & Co-founder - technical advice to non-technical people for new projects, sold one project

## Typical Day:

My routine typically includes

- A) deep discussion re: a client's requests
- B) strategic analysis and specifying functionality: identifying what can be done in the universe of available solutions, for what budget
- C) rapid implementation / wireframing / database architecture / MVP creation
- D) presenting results, quantifying deliverables, understanding how to better support customers
- E) coordinating with various stakeholders around training, integration, and efficient use

## Career Highlights:

- 2015: I was part of the team that delivered a Drupal 7 redesign for [changemakers.com](http://changemakers.com), which reaches 90,000 monthly users in the field of global social enterprise and has disbursed \$60 million in funds.
- 2014: As principal producer and manager, I delivered 240 websites over 10 years of working with public agencies, membership groups, and businesses to move their web properties online.
- 2012: As a founder, I built and sold a blog for success-oriented women.  
2010: As a co-founder, I acted as CTO and launched an e-commerce store for luxury home & fashion accessories.
- 2000: I helped manage a \$750k project to evaluate all community-based organizations serving children, youth, and families that were funded by the City and County of San Francisco.
- 2001: I was part of the core team that launched the Odyssey Internet Treks by leading a pilot Mexico visit, traveling worldwide for 18 months, and creating CA educational content via digital resources.
- I've written three trade books on building community through website engagement strategies. I also blog, post articles, and am invited to speak on panels, videos, and podcasts, with a particular focus on women, social enterprise, and the intersection of social justice and technology.

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## OVERVIEW

- + **Mission:** to build community, foster connectedness, & use my tech skills to create a better world
- + **Unique skill:** translating business process needs into effective solutions, building solutions to solve pressing problems, communicating with teams to drive long-term initiatives
- + **Turns ideas into reality:** clarifies needs, develops plans, tests assumptions, implements production
- + **Drives progress:** understands goals, coordinates efforts, tracks schedules, explains documents
- + **Focuses communication:** facilitates team-building & intercultural/interpersonal abilities
- + **Aims for sustainability:** cognizant of triple bottom line

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## PRIMARY EXPERIENCE

### **Product Team Lead, Drupal Web Developer Ashoka Changemakers**

*Arlington, VA, Feb 2014 - present*

*Participated and led team that delivered a redesign and refactoring of a Drupal 7 site over 12 months, cutting 80% of custom code and converting to standardized content types and views. Implemented scrum to roll out feature requests for changemakers.com, where our team consists of 3 engineers and supports an overall team of ~40 coordinators, project managers, operations staff, & executive leaders*

- Identified functional specifications, evaluated potential solutions, installed/wireframed/themed minimum viable products, prototyped new solutions
- Created custom views and content types and new features to support clients
- Developed reports, documentation, and training for multiple levels of users
- Identified and built out new revenue-generating pilots
- Served as team lead for web team
- Worked with engineers, coders, & themers to support an overall team of 40 project managers, operations staff, and executive leaders
- Third-party integrations and workflow Tools: agile methodology, Analytics (90,000 monthly users), Slack, Jira/Fisheye, Confluence, SequelPro, drush, Sublime, Git, TeamworkPM, Skype, Google Hangouts, PHP/MySQL, Google Drive, Google Docs, UXPin, LucidChart, Salesforce, Pantheon, localization (supporting translation to 4 languages)
- In January 2015 I began consulting with internal and external partners at our global organization to build business intelligence tools such as a conference application for Ashoka U, a pilot website for our Africa region, and a searchable directory of leading changemakers for our Latin America, US, and European teams

### **Drupal Web Developer 10K Webdesign**

*Hawaii & California, July 2004 - present*

*I served as primary coder/producer on 240+ websites, doing client outreach, project management, and reporting, on web properties for clients like the Castro Valley Sanitary District: government \$7m, West Contra Costa Integrated Waste Management Authority: public agency \$1m, The Sperm Bank of California: nonprofit \$1.2m, Molokai Community Health Center: health clinic \$3m, SOCCOM Princeton: research institute \$24m*

- Worked with clients to determine business process and needs
- Scoped projects, listed deliverables, defined specifications, assessed user roles
- Advised clients on using digital properties to support goals (revenue, signups, conversions)
- Identified processes, developed standard operating procedures, streamlined workflow
- Implemented Drupal and PHP/MySQL content management systems

- Provided all programming and theme development for projects in Drupal 6 & Drupal 7
- Trained and installed search engine optimization tools
- Managed project milestones, kept team on track
- Led teams (virtual and in-person designers, developers, content editors, SEO managers)
- Third-party integrations with: Facebook API (Login, Like Box), Twitter API, Constant Contact, Vertical Response, MailChimp, Salesforce, Wild Apricot, Google Maps API, Google Analytics, QuantCast, CiviCRM, PCI, Authorize.net, PayPal, SSL, AJAX, JQuery, PEAR, AddThis, CK Editor, TinyMCE, Vimeo, YouTube, vCard, Sitemaps, RSS, Google, Amazon Catalog Search
- I also incubated, co-founded, and advised 8 other endeavors that ended in #failingforward

### **Policy Analyst**

#### **JMPT Consulting Inc.**

*San Francisco, August 2001 - July 2004*

*Part of team that delivered a large-scale evaluation of a department for City & County of San Francisco*

- Project managed an 18-month outcomes-based evaluation, strategic planning, and technology project for San Francisco County Department of Children, Youth, & Their Families
- Supported 100+ community-based organizations, 35 subcontractors, 3 partners
- Trained field coordinators on processes and procedures
- Conducted qualitative/quantitative evaluations based on focus groups & site visits
- Contributed to survey development and analyzed results
- Reported on project status and timeline
- Researched, wrote, and presented reports to key stakeholders

### **Programmer/Analyst**

#### **UC Berkeley Center, Latin American Studies**

*Berkeley, January 2001 - June 2001*

- Acted as primary web developer & site updater for nationally-recognized center
- Researched existing needs, created content management system for digital assets

### **Program Director**

#### **The Odyssey Internet Treks**

*San Francisco and internationally, August 1998 - August 2000*

- Researched, photographed, and wrote two articles per week for 18 months (1500 words and 10 photos each) abroad, and returned to home office to write grants, interview, manage volunteers, and code
- Coordinated and conducted online events, features, & interviews (including 3 Nobel Peace Prize Laureates, 2 former Presidents, 50+ grassroots groups)
- Arranged local and international transportation, visas, & site visits in 35+ countries
- Team Leader: directed 4-person team to provide content in Mexico City

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## **PARTNER PROJECTS**

### **Co-Founder and CTO, Gramercy & Co.**

*January 2011 - present*

<http://www.gramercyandco.com>

Launched e-commerce for luxury goods, 16x growth in 3 years

### **Founder, A Successful Woman**

*September 2006 - February 2012*

<http://www.asuccessfulwoman.com>

Created a hobby blog that grew to 10,000 users/month, acquired 2012

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## OTHER EXPERIENCE

### **Mentor, Access to Software for All People**

*Berkeley, December 2000 - June 2001*

Mentored Berkeley High School students to create websites for local organizations

### **Multimedia Software Developer, Opus Technologies**

*San Diego, January 1996 - August 1998*

Designed, developed, edited, did QA, and wrote documentation for Braille projects

Created musical examples using MIDI files and created WinHelp clickable digital books, including New International Manual of Braille Music Notation, How to Read Braille Music, and Primer of Braille Music

### **Environmental Educator, Slide Ranch**

*Marin County, August 1995 - December 1995*

Taught students on working ranch

### **Community Health Worker, Saban Clinic (formerly Los Angeles Free Clinic)**

*Los Angeles, August 1994 - August 1995*

Triaged, provided medical intake, assisted doctors, and dispensed medications for community-based clinic focused on STDs, women's health, mental health, outreach, and counseling

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## COMMUNITY INVOLVEMENT

**STEM Daisies**, Increasing STEM women's visibility through video (2014-present)

**Girl Scouts Troop Leader**, Daisies Arlington VA (2014-2015) and San Diego CA (2013-2014)

**Vice President**, PTSA, Mesa Verde Middle School, 2012

**First Fifty**, PowerPAC political action committee, 1999

**Emergency Room Volunteer**, Cedars-Sinai Hospital, Saturday nights, triage department 1994-1995

**Pianist**, Cornell University Religious Services, 1990-1994

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## EDUCATION

B.S. Environmental Systems Technology, Dept. of Ag. & Bio. Engineering, Cornell University, 1994

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## PERSONAL BACKGROUND

Likes running, travel, baking, nature walks, reading

Lived in Canada, Florida, Southern California, upstate New York, Oakland, Hawaii, DC

Mother of three ~ Musician ~ Lifelong learner ~ Effective, results-oriented, and collaborative

Practices kindness

Passionate about making a difference