

Greetings,

I'm interested in challenging, complex projects that support social enterprise, women, education, startups, and sustainable living. I work with mission-driven organizations to support a fair and just society. I first learned how to code in 1999, launched my web consulting practice in 2004, and have been continuously working to build products and services that make a positive difference. I have a well-established network of designers and developers to support large scale redesign or refactoring work. Core competencies:

- **advisor** - technical advice to non-technical people for new projects, sold one project
- **director of digital products** - develops roadmap and shares workflow for creating new digital products
- **strategic integrator** - understands and aligns needs of client, partners, internal team, technology resource people and products, and policy/content managers in order to support a successful outcome
- **engineering manager** - manages workflow for groups of 5-10
- **data architect** - responsible for database requirements (in conjunction with client), user pathways, database design, optimization, and modeling, and "big-picture" thinking about how client requests convert to actionable items from engineering team
- **project lead** - communicative, patient, timeline-oriented, manages teams, leads scrums
- **product manager** - functional specifications, wireframes, user pathways, analytics and reports
- **full stack developer** - PHP/mysql since 2001, Drupal since 2008, Agile/scrum since 2012

My routine typically includes

- A) deep discussion re: client's requests, as well as explaining/understanding client / organizational needs
- B) specifying functionality and architecture: clarifying what can be done and suggesting solutions
- C) managing: directing flow of scrums, specifying tickets, reviewing work, sign-off on incremental builds
- D) producing: implementation / wireframing / database architecture / MVP creation
- E) communicating: presenting results, sharing analytics, supporting team and clients

Career highlights:

- June 2016 - June 2017: Digital director for [GreenAmerica.org](http://GreenAmerica.org) redesign, 90k monthly users (\$215k Drupal 8)
- January 2016 - April 2016: Database architect and engineering lead for [GistNetwork.org](http://GistNetwork.org) redesign, US Department of State-funded international entrepreneurship challenge (\$310k Drupal 7)
- May 2014 - November 2015: Drupal 7 redesign for [changemakers.com](http://changemakers.com), 85k monthly users in the field of global social enterprise (\$180k Drupal 7)
- 2004-2014: Principal producer, delivered 240+ websites over 10+ years of working with public agencies, membership groups, and businesses (Drupal 6 and 7)
- 2006-2012: As a founder, built and sold a blog for success-oriented women and  
2010-2017: As a co-founder, launched an e-commerce store for home & fashion accessories
- 2000: Policy analyst as part of a project to evaluate all community-based organizations serving children, youth, families for the City and County of San Francisco (\$750k)
- 2001: Core team that launched the Odyssey Internet Treks by leading a pilot Mexico visit, traveling to 35 countries for 18 months, and creating educational content online
- Written three trade books on building community through website engagement strategies, and I also blog, post articles, and speak on panels, videos, and podcasts

I am always interested in connecting over current needs, supporting existing projects, and advising people who are working to create a socially just, environmentally sustainable, equitable society that takes care of women, children, families, and the next generations.

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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

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## DIGITAL PRODUCT DEVELOPMENT EXPERIENCE

### **Director of Digital Products, Green America**

*Washington, DC, June 2016 - present*

*Consolidates all existing websites and build new platforms to manage the organization's digital properties, including quarterly magazine, several print publications, and a national network of green businesses, 90k monthly users*

- In-house developer for ongoing web needs, with access to and oversight of external contractors
- Work with staff to maximize SEO and stakeholder engagement
- Synthesizes needs & requirements from internal/external stakeholders into cohesive product roadmap
- Ensures that internal stakeholders have support to successfully learn and use digital technologies
- Responsible for budgeting for technology needs as well as tracking expenses to budget
- Manages external resources and timelines to balance requirements against ROI
- Pulls together input from users, executive leadership, staff with content expertise, and online communications team, and turns these into a thoughtful and coherent vision and strategy for digital

### **Managing Director, 10K Webdesign**

*Hawaii & California, July 2004 - present*

*Lead on 240+ websites for clients like SOCCOM Princeton (research group, \$23m 5-year budget), Castro Valley Sanitary District (government, \$7m annual budget), West Contra Costa Integrated Waste Management Authority (public agency \$3m annual budget), Molokai Community Health Center (clinic \$2m annual budget)*

- Client-facing manager: Identified process, developed standard operating procedures, created workflow
- Full stack: produced all database architecture, code, installation, build out, and themeing for D6/D7/D8
- Managed project milestones, kept contractors and overall team on track, ran scrums
- Worked with clients to determine business process and needs, scoped projects, deliverables, specs
- Organized DrupalCamp Hawaii 2011

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

*Arlington, VA, February 2014 - December 2016*

*Participated and led team that delivered a redesign and refactoring of a Drupal 7 site, implemented scrum to roll out feature requests for changemakers.com, team of 3 engineers supported ~40 coordinators, managers, operations, & executive leaders; 85k monthly users*

- Identified functional specifications, evaluated potential solutions, installed/wireframed/themed site
- Views, content types, reports, documentation, and training for multiple levels of users

### **Policy Analyst, JMPT Consulting Inc.**

*San Francisco, August 2001 - July 2004*

- Managed 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

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## PARTNER PROJECTS

**Advisor, MAAN Softwares Inc. (January 2017):** Web and app development, 40 person team  
**Co-Founder and CTO, Gramercy & Co. (January 2011):** E-commerce, 16x growth in 3 years  
**Founder, A Successful Woman (September 2006):** Blog 10,000 users/month, sold in 2012

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## SOFTWARE 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 SBIR Phase I and II Braille projects  
Created musical examples using MIDI files and created WinHelp clickable digital books: New International Manual of Braille Music Notation, How to Read Braille Music, and Primer of Braille Music

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## COMMUNITY INVOLVEMENT

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

**Girl Scouts Troop Leader**, Troop 4163 Arlington (2016-2017), Troop 428 Arlington (2014-2015), Troop 1307 San Diego CA (2013-2014)

**Parent Teacher Student Association**, Mesa Verde Middle School (2012-2014, V.P. Programs 2012)

**Board Member**, Kilohana School Community Organization (2009-2011, Parent Rep 2011-2012)

**Governing Board & Interim Exec. Director**, Asian Pacific Americans for Progress (2004-2005)

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## VOLUNTEER WORK

**Environmental Educator, Slide Ranch, Marin County (August 1995 - December 1995)**

**Community Health Worker, Los Angeles Free Clinic now Saban Clinic (August 1994 - August 1995)**

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

**Pianist**, Cornell University (1990-1994)

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## PERSONAL DETAILS

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

Likes running, travel, baking, nature walks, reading

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

Marathoner ~ Musician ~ Lifelong learner

Effective, results-oriented, and collaborative

Practices kindness

Passionate about making a positive difference

- Modules: Cloudflare, Apache Solr, Acquia, Views, Panels, Entity, Entity Reference, Bootstrap, CK Editor, Media, Calendar, GMap, Location, Feeds, Chaos Tools, Token, Pathauto, Webform, jQuery Update, Google Analytics, Rules, Features, Context, Integrations: Firebug, Analytics, Slack, Jira/Fisheye, Confluence, SequelPro, drush, Sublime, Git, TeamworkPM, Skype, Hangouts, PHP/mysql, Google Drive, UXPin, LucidChart, Salesforce, Pantheon, Trello, Assembla, localization, Open Graph (FB Login, OneAllSocial), Twitter API, MailChimp, Salesforce, Wild Apricot, Google Maps API, Analytics, PCI, Authorize.net, PayPal, SSL, AJAX, JQuery, PEAR, AddThis, CK Editor, TinyMCE, Vimeo, YouTube, vCard, Sitemaps, RSS, Google, Amazon Catalog Search, Wordpress, Joomla, ActOn, Charity Engine, Raiser's Edge, Salsa