

GIFFORD R. NOWLAND

3403 Nashville Avenue, New Orleans, LA 70125
gnowland@gmail.com ♦ (302) 898-4597

EDUCATION

University of Delaware – Newark, DE

MAY 2010

Bachelor of Science – Business Administration: Marketing Concentration, Interactive Media Minor – 3.2 GPA

WORK EXPERIENCE

Backcountry.com – Salt Lake City, UT – *Specialty Outdoor Goods Retailer*

NOV MAR

Merchandise Expert, Intranet Web Developer – CMS (Wiki-based), SQL

2012 – 2013

- ♦ Awarded “Top Sales Conversion” for 4th Quarter, out of entire Customer Solutions team of 205 employees
- ♦ Recognized absence of adequate distribution for internal company newsletter, initiated and led endeavor to digitalize and display fully-formatted and search engine optimized content on internal Wiki network
- ♦ Participated in front-end User Interface Experience and Usability improvement project discussions
- ♦ Established lasting relationships with customers; responsible for \$153,000 in net sales over four Months

Whitehall & Company – New York, NY – *www.whitehallandcompany.com* – *Commercial Investment Firm*

JULY MAY

Analyst, Technology Manager – XHTML, CSS, PHP, JavaScript, SQL, CMS (Joomla)

2010 – 2012

- ♦ Prepared formal investor presentations, information memorandums, and related investment materials
- ♦ Responsible for technical administration, software, and systems; transformed website from static to dynamic
- ♦ Performed research, analysis, and interpretation of financial market data for weekly market update newsletter distributed to 1,000 investors; automated data import and chart creation using Excel APIs

Student Multimedia Design Center – Newark, DE – *University Of Delaware’s Production & Design Studios*

SEPT MAY

Student Multimedia Assistant – Final Cut, Photoshop, Illustrator, Premiere, After Effects, Dreamweaver, InDesign, Microsoft Office

2007 – 2010

- ♦ Assisted students with complex film & design production in the University’s state-of-the-art studios
- ♦ Participated in University training programs for photo/video equipment and multimedia design software

PROJECT EXPERIENCE

DelRide SnowCorp – Newark, DE – *www.delride.com* – *Ski/Snowboard Organization*

FEB MAY

President, Co-Founder, Web Designer/Developer – XHTML, CSS, PHP, JavaScript, SQL, CMS (Drupal, Wordpress)

2007 – 2010

- ♦ Generated web, email, and traditional marketing campaigns; increased active membership from 50 to 200
- ♦ Led both formal public and private committee meetings, supervised associates, delegated responsibilities
- ♦ Created uniform branding; designed online, print, apparel, and promotional items to complement strategy

UDress Magazine – Newark, DE – *www.udressmag.com* & *lookbook.udressmag.com* – *Fashion Magazine*

APRIL MAY

Website Designer/Developer – XHTML, CSS, PHP, JavaScript, SQL, CMS (Joomla)

2008 – 2010

- ♦ Developed and managed on-campus fashion magazine website, blog, and social community - generating from scratch an average of over 4,000 page views per month from more than 130 countries on 6 continents
- ♦ Increased readership in physical magazine, utilized social marketing to increase traffic and engagement

Edgemoor Community Center – Wilmington, DE – *www.ecc-de.org* – *Non-Profit Community Center*

SEPT JUNE

Website Design/Development Intern – XHTML, CSS, JavaScript, Flash, Google API

2009 – 2010

- ♦ Conducted user and client needs-assessments as well as pre- and post-deployment usability studies
- ♦ Incorporated content management tools to facilitate effortless site administration by non-technical staff

LoSo – West Chester, PA – *Location-based recommendation, notification, and rewards app for social venues*

SUMMER/FALL

Partner, Lead Application Developer – Symfony2 PHP framework, Amazon AWS

2012

- ♦ Performed market analysis and feasibility studies, attended Early Stage East startup networking event

Light Up The Queen Foundation – Wilmington, DE – *interactivemedia.udel.edu/queen* – *Theatre Redevelopment Project*

SPRING

Web Development Team Leader – XHTML, CSS, JavaScript, Ajax

2009

- ♦ Collaborated with researchers, built interactive showcase of historical property to inspire community interest

SKILLS

Highly motivated with an acute attention to detail, I enjoy working in a fast-paced environment while delivering high-quality product – I take great pride in my work.

Mac/Windows ♦ Development Languages: XHTML, CSS, JavaScript, jQuery, PHP, SQL, Ajax, VisualBasic, Xcode, iOS, Wiki Markup ♦ Web Usability/Analytics Analysis, Search Engine Optimization ♦ Logo/Graphic Design ♦ Adobe: Photoshop, Illustrator, Dreamweaver, InDesign, After Effects, Flash, Premiere, Encore ♦ Final Cut ♦ Google: Apps, Analytics, Business, AdSense ♦ Amazon: AWS, EC2, S3 ♦ Content Management Systems: Joomla, Wordpress, Drupal ♦ Facebook, Instagram, Twitter, YouTube, Blogger, tumblr. ♦ Microsoft Word, Excel, PowerPoint, Access, Publisher ♦ Bloomberg ♦ Effective Spanish

ACTIVITIES AND HONORS

Boy Scouts of America – Newark, DE – *Eagle Scout, Troop 50 class of 2006*

Featured: Yellow Arrow Project: Newark – Featured on University of Delaware’s “Interactive Media” page

2010

University of Delaware – Dean’s List

2007, 2008, 2009

University of Delaware – Study Abroad Program – *Athens, Greece*

JUNE – JULY 2009