KEVIN P. O'CONNELL

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Web Programming, Desktop Publishing, Technical Writing
Product and Program Marketing

SKILLS AND ABILITIES

An accomplished high-tech manager with over 15 years' experience in creating and presenting technical and marketing content, and in publishing materials for both print and web.

- **Successful tenure at Fortune 100 high-tech corporation.** Continually advanced to positions of greater responsibility through excellent performance, dedication and accomplishments.

- **Excellent skills** in written and verbal communication. Wrote and edited user manuals, technical documentation, and web content, and created university course catalogs and marketing materials.

- **Ability to present complex material** in clear, objective and easily understood terms. Lectured at numerous conferences, technical seminars, and trade shows.

Highly proficient with **Microsoft Office,** and with **Adobe InDesign, Photoshop,** and **Dreamweaver.**
Web programming skills include **HTML, CSS, and JavaScript.** Work samples available at www.kompilations.com.

SELECTED ACHIEVEMENTS

- **Co-created university program's first online registration system.** Worked with office staff to establish project requirements, designed the implementation with contract web developer, and supervised all development, testing and deployment. **System was created and launched in three months** and was a complete success: **40% of student registrations were online in the first semester,** and data entry staff also used new system, greatly improving their efficiency.

- **Created and maintained university program's first website.** Responsible for every aspect of site's design, creation and launch. Used self-taught skills in HTML, CSS, and PHP, and created graphics and images with Photoshop. **With no prior experience created and launched 100-page website in twelve weeks.**

- **Implemented numerous web-based corporate philanthropic giving programs.** Worked with clients to establish project requirements, and then coordinated company web developers, QA, database techs, financial services groups, and customer support team to complete and launch website and giving program. **Completed 18 projects in 11 months.**

- **Edited and rewrote outdated documentation,** including Business Requirements Document, technical requirements documents, financial services spreadsheets, and call center help screens.

- **Published university course catalogs for three semesters each year.** Collected, edited and input all course descriptions from professors, and used self-taught skills in Adobe InDesign to create 50-60 page catalog and course application form. Collected and input changes from proofreading team, created and transferred PDFs to printer, and validated final proof.

  Used Photoshop to create color ad pages which were sold to local businesses; **ad sales more than paid for cost of printing 10,000 catalogs each semester.**

- Worked continually between engineering teams, vendors, and end users to **clarify technical requirements, write specifications, and create documentation** for Intel's video hardware and software products.

PROFESSIONAL EXPERIENCE

Bristol-Myers Squibb, Princeton, NJ   **February 2015 – Present**

Multi-Billion Dollar Pharmaceutical Company

QA Specialist, Interactive Media Services

- Worked with producers, developers, and proofreaders to validate and correct content, and test functionality of websites, emails, HTML banners, and Interactive Visual Aid iPad software.

The JK Group, Princeton, NJ   **April 2013 – March 2014**

Developer of Internet software and financial programs for corporate philanthropy

Implementation Consultant

- Worked with clients to create Business Requirements Document covering all aspects of giving program, financial services, and website implementation.
- On own initiative rewrote badly outdated Business Requirements Document, technical requirements documents, financial services spreadsheets, and call center help screen templates.
- Created Photoshop and PowerPoint mockups to accurately set client expectations and communicate project requirements to offshore web development team.
- Oversaw and tracked offshore web development and QA teams during site creation.
- Ran multi-cycle client User Acceptance Testing process, and ensured fixes and changes were accurately communicated to development team and properly implemented
- Worked with database management techs and financial services groups to ensure that website database interface & data collection were complete and accurate.
- Trained customer support team on program requirements and website features and functions. Wrote online help screens for the call center.

Florida Atlantic University, Jupiter, FL   **January 2009 – August 2012**

Large public university in southeast Florida

Coordinator, Computer Applications

- Designed and published course catalogs and program marketing materials. Collected, edited and input all course descriptions from professors, and used Adobe InDesign to create 50-60 page catalog and course application form. Collected and input changes from proofreading team, created and transferred PDFs to printer, and validated final proof.
- Completely rewrote [Honors College web site](), approximately 350 pages, plus images, graphics, forms and tables. Improved navigation and organization, consolidated pages, reduced scrolling using two-column design and tabs, and created or updated more than 250 images.
- Created Lifelong Learning Program's first web site. Used self-taught skills in HTML, CSS, and PHP, and created graphics and images with Photoshop.
- Co-created online class registration system. Established project requirements, designed the implementation with web developer, and supervised all development, testing and deployment.
- Provided instructional support services for faculty. Ran and maintained A/V equipment, and assisted professors in running classes. Gave PowerPoint training and created instructors' presentations. Scanned and Photoshop'ed hardcopy materials, culled information and images from web, and created video clips from DVD's for instructors to incorporate in their lectures.

Juniper Properties, Jupiter, FL   **January 2001 – December 2008**

Successful entrepreneurial residential property brokerage/management firm

Project Manager / Partner

- Moved to Florida in order to be closer to family. Embarked on entrepreneurial venture to expand and manage highly visible residential property brokerage firm in exclusive FL region.
- Applied cross-functional expertise in business development, marketing, and project management.

PROFESSIONAL EXPERIENCE (CONT'D)

Intel Corporation, Princeton, NJ and Hillsboro, OR   November 1988 – April 2000
Multi-Billion Dollar Worldwide Electronic Components Manufacturer

Program Manager   May 1998 – April 2000
- Led Intel's acquisition of Kuck & Associates, Inc., a premier supplier of compiler software.
- Evaluated investment opportunities, contracted and funded key software developers to create 64-bit versions of their applications for Itanium processor early adopter program.
- Managed relationship between Intel and Apple Computer, resolving many challenges.

Product Marketing Engineer   January 1996 – April 1998
- Defined and marketed Intel's Indeo video and Smart Video Recorder products.
- Licensed video software that generated over $1 million revenue in 2 years.
- Designed and managed construction of a $500,000 software lab, completed in under three months.

Applications Engineer   January 1993 – December 1996
- Established market for new Intel video software where none previously existed. Traveled extensively in U.S. and Europe.
- Licensed 12 multimedia authoring tools companies to incorporate new software into their products, ensuring that producers could author content in new format.
- Created and implemented the Indeo video logo branding program.

Marketing Project Manager   January 1992 – December 1992
- Participated in creation of Intel's corporate multimedia strategy, including market definition, account selection, design and execution of account plans.
- Managed account relationships with developers creating applications for Intel's DVI multimedia technology. Facilitated co-marketing agreements, trade events, product demos and launches.

Technical Marketing Engineer   November 1988 – December 1991
- Provided technical support for DVI multimedia products. Fielded thousands of customer contacts, trained customers, wrote example programs and technical documentation.

Church & Dwight Co. Inc., Princeton, NJ   August 1987 – November 1988
Manufacturer of Arm & Hammer™ Consumer Products

Programmer / Analyst
- Developed and maintained COBOL applications for the Industrial Chemicals Division, using Cullinet IDMS/R Relational Database and ADS/O on-line Applications Development software.

C-TEC Information Services Co., Wilkes-Barre, PA   June 1986 – July 1987
Telecomm Software and Services Provider

Programmer / Analyst
- Wrote new COBOL applications for C-TEC's ARMS/cb PLUS Cellular Billing system. Coordinated User Manual documentation and PC-to-VAX data conversion phases of the program.
- Worked under contract at Emery Air Freight for six months, upgrading and enhancing their COBOL Accounts Receivable system. Developed applications using TSO editor uder OS/MVS.

Spencer Industries, Scranton, PA   May 1982 – January 1986
Manufacturer of Men's Apparel

Programmer / Analyst
- Worked both part-time and full-time during college, writing, testing, and implementing more than 70 COBOL batch and CICS online data entry applications for IBM mainframe system.

EDUCATION

BS - Computer Science, University of Scranton, Scranton, PA, May 1986