

MARK WAHL

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PROFILE

Online communications professional providing leadership in goal-oriented web application development, online marketing strategies and small business management. Advocate of an iterative web marketing process driven by business goals and ongoing analytical assessments to constantly refine and improve performance.

EXPERIENCE

Technical Director

The Jake Group, Washington, D.C.

Oct. 2003-present

Responsibilities

- Set strategic growth priorities for the company as a whole, focusing on expansion of online product and service offerings and business development;
- Develop and maintain client relationships with particular regard to pairing clients with the tools and strategies that best serve their goals;
- Direct all web development and online marketing projects, manage programming team, and execute projects using an array of development tools (see *Expertise*);
- Generate new business leads and draft, present, and convert project proposals; and
- Manage all internal IT systems and services.

Accomplishments

- Launched dozens of successful client websites including e-commerce, membership, portal, and corporate sites incorporating evolving development strategies such as responsive design, media queries, semantic search and goal-targeted analytics;
- Developed and nurtured team expertise in WordPress platform for rapid site deployment and content management solutions;
- Developed online marketing services package including search engine optimization and advertising, analytics, content marketing and social media;
- Established hosting service offerings to support web development services;
- Launched suite of online operational tools including project management, accounting, intranet, Exchange-based email and calendaring systems for The Jake Group.
- Instituted company knowledge sharing program and external blog, *JakeIntel*.

Extended Term Consultant

World Bank Group, Washington, D.C.

Oct. 2003-Oct. 2005

Managed website and all other online communications for international telecommunications policy department, and produced print publications including document editing, design, and print management.

Online Communications Consultant

Jan. 2000-present

Washington, D.C.

Develop and manage websites, online applications and other web-based communication and marketing projects for various clients as a private consultant.

Broadband Project Director

Dec. 2001-Dec. 2002

Center for Digital Democracy, Washington, D.C.

Lead research and communications strategies for broadband policy initiatives for communications advocacy group, and managed organizational website and marketing strategies.

Webmaster, Communication, Culture and Technology (CCT) program,

Georgetown University, Washington, D.C.

Sept. 1999-June 2001

Programmed, designed and managed database-driven websites for graduate academic program as well as external clients, and lead website redesign project.

Editorial Associate, *EnviroAction*

Dec. 1997-Aug. 1999

National Wildlife Federation, Vienna, Va.

Designed, published and managed budget for monthly conservation activism magazine, *EnviroAction*, circulation 32,000+. Wrote and edited articles covering federal legislative policy, manage printing, and lead conversion to online content.

EXPERTISE

LAMP Stack Solutions: Linux, Apache, MySQL, PHP

Cake PHP Framework

.NET Framework

Cold Fusion

HTML5

CSS3, LESS, CSS Media Queries

Javascript and jQuery library

Ajax

Content Management Systems: WordPress, Drupal, Joomla!

E-commerce Tools: WP e-Commerce, ShopSite, Shopify, Stripe, Authorize.net, PayPal

Email Marketing: MailChimp, Constant Contact

Google Analytics and Adwords

Microsoft Exchange

Adobe Dreamweaver, Photoshop, Illustrator

EDUCATION

Georgetown University, May 2001

Master of Arts in Communication, Culture and Technology.

Lead Developer and Business Editor, Gnovis (gnovis.georgetown.edu).

State University of New York (SUNY) at Geneseo, May 1996

Bachelor of Arts in English, minor Environmental Studies.

Universidad de Salamanca, March 1995

Certificate in Spanish Language/Culture.