

# Tom von Schwerdtner

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## Profile

Dedicated professional with eight years of real-world experience working in the fields of communications, marketing and web development. Technically savvy with a mastery of internet technologies and emerging web development trends. Capable of working with technical and non-technical staff as needed. Comfortable working alone or as part of a team.

## Experience

### WEB CONSULTANT / DEVELOPER

11/2007 - Present

- Providing web consulting and development services while seeking an appropriate long-term relationship with an organization.

Recent projects include:

**PinnacleCare** - Working with past employer on an ongoing basis preparing monthly newsletters, editing videos and providing web consulting as needed.

**Bandzoogie.com** - Worked with Bandzoogie for four months working as a user-interaction specialist, improving their site-builder system.

### WEB MANAGER, PINNACLECARE, BALTIMORE, MD

1/2006-11/2007

- Worked closely with VP of Marketing to develop monthly member and prospect newsletters, print and web ad campaigns.
- Contracted and managed outside firms to assist in development of PinnacleCare web properties including <http://pinnaclecare.biz> and <http://cern-foundation.org/>
- Regularly maintained and updated main website, PinnacleCare.com
- Developed intranet site for research department collaboration using MediaWiki
- Developed and prepared advertisements for print publications.
- Edited and published promotional videos.

### PRINCIPAL, ETRIA LLP, BALTIMORE, MD

2001-2006

Specialized in web application development for non-profits and educational institutions, key projects included:

**Quills** (<http://plone.org/products/quills>) 2002-2006

- Led development of premier weblogging product for Plone CMS
- Released code under an open source license. Still in development today by a community of volunteers.

**SchoolTool** (<http://schooltool.org/>) 2004-2006

- Worked with an international team of developers to build SchoolTool, an open source school management application funded by the Shuttleworth Foundation.
- Played key role in developing user interface for calendaring and scheduling components including developing the original system theme

**Bio-IT World** (<http://bio-itworld.com>) 2006

- Integrated Plone CMS with 3rd party search platform (Vivisimo Velocity)

**Public Knowledge** (<http://publicknowledge.org>) 2001-2003

- Designed and developed system by which users could fax letters to government representatives when key issues were up for legislation.
- System interfaced with Project Vote Smart (<http://www.votesmart.org/>) database and USPS systems to match citizens with representatives based on zip code.

## Notable Skills

- Strong sense of design and aesthetics.
- Extensive experience using Open Source Software and navigating the Open Source Software community, including founding and leading several Open Source Software projects.
- Knowledge of building web page structures for SEO optimization. Experience working with Google Analytics.
- Experience working with a variety of common web and print publishing software including Dreamweaver (though hand-coding is greatly preferred), Photoshop, Flash, Illustrator and In-Design.
- Experience working with videos with regards to web publishing and general audio and visual cleanup.

## WEB APPLICATION DEVELOPMENT TECHNOLOGIES, INCLUDING:

- Javascript, XHTML, AJAX and CSS for intuitive and standards compliant user interfaces.
- PHP, Python, Ruby on Rails for application development. Able to work with new languages as needed (ASP.NET, C#, Java)
- Plone, Drupal, Wordpress, ExpressionEngine and numerous others for content management.
- Knowledge of building page structures for SEO optimization. Experience working with Google Analytics.
- Experience working with Macromedia Dreamweaver (though hand-coding is greatly preferred).
- Experience working with Flash (including ActionScript), Photoshop, Illustrator and InDesign.
- Practitioner of test-driven development and agile methodologies.

## LINUX/UNIX SYSTEM ADMINISTRATION, INCLUDING:

- Advanced Apache configuration.
- PostgreSQL and MySQL administration
- Postfix, LDAP and Bind administration.
- Linux (Debian, RedHat, Ubuntu) and FreeBSD system administration, maintenance and security threat monitoring.

*References available upon request.*