

Robert P. Davis, Jr.
Web Developer / Writer / Information Architect

331 Devonshire Dr.
San Antonio, Tx 78209
bob@bobdavis.org
home: 210.824.7147
mobile:210.452.8945

Objective :

A challenging position in new media marketing working in an organization with aggressive plans for the utilization of leading edge Internet technologies that will serve their needs best while staying rooted in the fundamentals of good, end user oriented design.

Skills :

Project Management :

Ability to follow a project through from requirements specification design to information and structural architecture to implementation. Proven ability to manage sub contractors and workflow. Experience in developing requirements documentation.

Web Architecture and Usability Design :

Proven ability in site architecture for large scale web sites. Ability to construct a site with specific functional objectives and audiences in mind. I understand the marketing aspects of a site and how to connect with site visitors. I know what end users need from web sites, and how to accommodate their needs in the most efficient manner. I am always an advocate for the site's users, and strive to serve their best interests.

Technical

Technical skills encompass a wide variety of web and multi-media technologies including database design, programming, electronic media design, Unix and Windows server maintenance and configuration, and languages in general use in the creation and maintenance of web sites. Additional skills include networking technologies, production methods, site maintenance strategies, and automation techniques. Excellent hand-coded HTML and CSS, with broad experience in PHP, ColdFusion, SQL, along with experience in scripting languages such as Python and Perl.

Applications :

Adobe Photoshop	GNU emacs
Adobe InDesign	Mac OS 9.x/ X
Macromedia Dreamweaver	Microsoft NT 4.x Workstation
Macromedia Fireworks	Sun Solaris
Allaire Homesite / ColdFusion Studio	ColdFusion Application Server 4.x
BBEdit	SQL Server 7
MS Office Suite	Microsoft Access 2000
Adobe Acrobat	Final Cut Pro 3

Experience :

Soup to nuts creation and maintenance of many web sites involving copy writing, architecture, usability design, creation of graphic content, database creation and maintenance, programming and mark-up.

Experience in debugging network, hardware and software and web application problems that have caused downtime or performance problems for sites under my control. Some experience in configuring Apache and IIS servers. Have configured ColdFusion application server with MS Access and SQL Server 7.

Technical Employment:

Interactive Marketing Manager

La Mansión del Rio Hotel/The Watermark Hotel and Spa

September 2002 - Present

Responsible for the creation and maintenance of web sites and interactive marketing efforts for two luxury hotels (one four diamond, one slated to be five diamond) in the top tourist destination city in Texas.

Independent Consultant

February 2001 – September 2002

Ran a successful independent consultancy, freelancing for several companies remotely and writing. Created back end technologies in PHP and ColdFusion, developed maintenance strategies and coding standards, interpreted web access log files, enhanced indexing with search-engines and consulted on future direction and site architecture. I also re-created a large site from a mass of disorganized files into a coherently structured file system with search-engine friendly URLs and maintainable, structured markup. My writing became more noticed which resulted in a well regarded article for Apple Computer which they have in the internet developer section of their web site.

Multimedia Developer

Law Offices of George Mauzé II, PC

February 2002 – June 2002

Create multimedia presentations for use in mediation and trial. Edit digital video with Final Cut Pro 3. Create information displays that are meaningful and easy to quickly comprehend. Technical consultant for information systems, document management, network systems, etc.

Lead, Web Systems and Content

Vibrant 3D, Inc.

June 2000 – February 2001

Responsible for the ground-up development of all web site content, both graphical and text. Responsible for search index registrations, server configuration issues, content development, site architecture, graphic design, graphic creation, and the maintenance of the site. My ability to promote what is right from the end user's perspective proved to be an asset in many cases here. Proficiencies in graphics design, software (site) usability and writing were used in many non-web related tasks as well.

Web Coordinator

Geographic Data Technology, Inc., Hanover, NH.

February 2000 – September 2000

Responsible for all aspects of web site activities including new application development, Intranet and Extranet development, evaluating new technologies and making recommendations. Developed web-based applications to streamline processes for the IT department. Put into place a system for requirements definitions for new IT projects. Developed an extranet application in Cold Fusion for clients to submit and track requests for enhancements to our GIS database. Responsible for the day-to-day maintenance of the corporate web site. Did extensive documentation for the re-design of the corporate web site and intranet. Re-designed the intranet to make it more usable for the variety of platforms (mostly NT and HP-UX workstations) used in the company.

Director of Web Development

SEG Network Technologies, Inc., Hanover, NH.

September 1996 – January, 2000

Senior developer and “go to” guy for all web development efforts at leading business ISP in the Upper Valley region of NH and VT. Responsible for customer contacts, project management, contractor management, internal and contract development workflow.

Web Site Sales and Information Design

First Internet Resource, Knoxville, TN

June 1995 – August 1996

Education :

University of Pittsburgh, Pittsburgh, PA

BA, Political Science with minors in German and Philosophy, 1992

Institute for European Studies, Vienna, Austria

Studies in Politics, History, German, Philosophy, Art History and Music

1990 – 1991

Friedrich-Willhelms Universität, Bonn, Germany

Studies in German, German Literature, History

1992 – 1993

I speak German (was fluent, but need practice) and some French and Italian.

Formal Training:

Allaire Fast Track to Cold Fusion, Cambridge MA, April 1999

One Day Web Course, Philip Greenspun, MIT, Cambridge, MA

Interests :

Travel, Driver Safety and Car Control Training, Automobile Racing, Hiking, sailing, skiing and international travel.

Have traveled extensively through Europe, with some travel in southern Africa.

Portfolio

Portfolio available on-line at <http://www.bobdavis.org/portfolio/>

Most current version of this resume available at

<http://www.bobdavis.org/resume.html>