

Megan McCosh

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QUALIFICATIONS

Skill Summary

Dynamic project manager with four years experience leading online projects in Perl, Php, JavaScript, and VB. Twelve years experience in front-end design, web development, and print design. Four years experience in creating online advertising campaigns. Two years experience creating websites and applications for mobile devices, tablets, and social media sites.

Core strengths include strong leadership skills, broad technical knowledge, excellent communication skills, full lifecycle development experience, and proven ability to deliver successful projects on time.

Computer Skills

Expert level knowledge of Adobe Suite for both web and print, Flash Animation, Microsoft Office, Visual Studio 2008, SourceSafe, SharePoint, iOS, Mobile web development, MySQL, Oracle (Jesta).

Computer Languages

Advanced HTML, CSS, Perl, JavaScript, and XML
Intermediate ActionScript 2.0, JQuery, VB, and Php

Online Portfolio

<http://www.mccoshdesign.com>

EXPERIENCE

STRATEGIC PARTNERS, INC. (CHEROKEE, DICKIES, SKECHERS, BABY PHAT)

Website Manager

(07/2005 – present)

- ⊕ Created and managed several, multi-million dollar websites for an international apparel company, the largest grossing over \$40 million dollars in sales last year.
- ⊕ Increased online sales on direct-to-retailer sites by 72% over the past 4 years.
- ⊕ Expanded the company's online marketing and sales opportunities by over 300% and created a series of targeted campaigns that expanded the usage of selected websites by up to 40% utilizing strategic ad placement, emailer campaigns, and advancements in audience targeting.
- ⊕ Managed product setup and advertising for all B2B and internal sites using integrated Oracle product setup procedures, a targeted marketing strategy, Javascript, and VB.
- ⊕ Created internal standards for iOS, social media, and mobile development and advertising integrating advancements in JQuery and JavaScript to take advantage of touch technology.
- ⊕ Implemented project management procedures that reduced production and troubleshooting turn-around time by 30% and project loss by 90% using SourceSafe and creating a set approval process & project monitoring system.
- ⊕ Lead large-scale projects of up to 5 programmers for website, mobile, and desktop applications on Php, Perl, and VB platforms.
- ⊕ Developed front-end for skinable Php website project that generated over 300 retailer owned, end-consumer sites and over \$3 million in sales.
- ⊕ Directed all website improvements and advancements for over 20 internal sites in Perl, Php, JavaScript, JQuery, Ajax, HTML, and CSS.
- ⊕ Created numerous cutting-edge front-ends for company websites and software applications.
- ⊕ Programmed several new processes and back-end queries for our commerce websites, including logic for coordinating outfits, identifying similar items, and selecting recommended items.

DIMENSIONAL FUNDING (Santa Monica, CA)

Advanced Graphic Design Specialist

(03/2005 – 07/2005)

J. LUIS RUIZ, DDS & ASSOC., INC. & HISPANICS FOR DENTISTRY (Burbank, CA)

Media Designer & Lecture Coordinator

(01/2004 – 11/2004)

- ⊕ Redesigned www.drruiz.com, www.drruizonline.com, and www.hispanicsfordentistry.org.
- ⊕ Implemented marketing procedures that increased patient recruiting from the Internet by 300% and booked lectures by 75%.
- ⊕ Designed marketing materials for J. Luis Ruiz, DDS & Assoc., Inc., his international speaking circuit, and Hispanics for Dentistry, a non-profit mentorship program run in conjunction with the USC School of Dentistry.
- ⊕ Created a body of technical writings published in the LA Times, Toluca Lake Swan, and USC School of Dentistry.
- ⊕ Maintained internal office network, programs, computers, and external hardware such as digital cameras, camcorders, and printers in a PC environment.

NANOSTREAM through AJILION, Administrative Staffing Specialists (Burbank, CA)

Administrative Graphic Designer

(06/03 – 12/03)

- ⊕ Redesigned internal website using Photoshop, Dreamweaver, Fireworks, and Flash.
- ⊕ Maintained and updated external website, www.nanostream.com.
- ⊕ Created promotional print, video, and animated materials upon request.
- ⊕ Created and maintained company's official press kit and created internal and external print materials such as postcards, promotions, and other advertising items.
- ⊕ Worked closely with the marketing to complete a variety of web and print materials.

SMITH COLLEGE, Information and Technical Services Dept. (Northampton, MA)

Web Design and Graphics Consultant

(09/00 to 06/03)

- ⊕ Utilized an advanced knowledge of web design and graphic programs such as Photoshop, Illustrator, Dreamweaver, Flash, and Maya to troubleshoot for students and staff.
- ⊕ Taught courses in basic web design, manuscript illustration, and Photoshop.
- ⊕ Organized workshops in Dreamweaver, Photoshop, and HTML for the Northampton community.
- ⊕ Assisted in the upgrade, maintenance, and licensing of Smith College's hardware and software.

GRAND PERFORMANCES (Los Angeles, CA)

Computer and Media Intern

(05/00-07/00)

EDUCATION

Smith College

Bachelor of Arts May 2003

Majors: Studio Art: Concentration Graphic Arts & International Relations: Concentration Middle East

Northampton, MA

Cumulative GPA: 3.4

Art Center

Continuing Education (September 2006 – September 2007)

Pasadena, CA

Cumulative GPA: 4.0

GROUPS & CERTIFICATIONS

Adobe Industry Leaders & Innovators Group, Apple Developer Group, Microsoft Developers Group, Microsoft Office 2007 Certified, Microsoft Publisher Certified