

Toni Pogue

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Content manager with broad-based vocabulary, tech-savvy, exceptional organization, research, and project leadership skills. Reputation for creating and improving Internet and Intranet systems and user experience for a broad range of companies and clients. Works well under stressful conditions, paying careful attention to detail.

Core skills:

Writing
Editing & proofreading
Quality assurance & testing
Web development
Web design
Content management

Computer skills:

Macintosh and Windows-based systems
Adobe Photoshop – expert

Computer skills (cont'd):

Adobe Illustrator, InDesign
Microsoft Word – expert
Microsoft Excel & Powerpoint
HTML, XHTML (hand coding) - expert
CSS (hand coding)
Javascript
Web accessibility
Dreamweaver, Fireworks - expert
Content management systems
AutoCAD

Professional Experience

City of Hope – Los Angeles, CA, 1999 to 2006

Manager, Web and Internet Services; Sr. Web Specialist; Account Supervisor

- Directed a team of five in developing various aspects of commerce-oriented, event-driven Web sites for a national medical center.
- Conceptualized and introduced eHope, the organization's first online newsletter; grew subscriber base from 3,000 to 30,000.
- Performed quality assurance on interactive forms and facilitated user training.
- Wrote numerous documents for organization including training manual for CMS, Web style guide, information architecture guide, Web processes for development group. Also scientific and feature articles for magazines and much of the current Web content.

Heal the Bay – Santa Monica, CA, 1993 to 1998

Communications Director; Community Outreach Coordinator

- Oversaw the development of an interactive Web site for non-profit environmental group. Established and conveyed mapping strategy, content, and design parameters.
- Spearheaded all public and media relations activities including press releases, marketing collateral, informational brochures, and radio / television segments.
- Wrote copy for brochures, pamphlets, direct mail pieces, grant proposals, presentations, annual reports, fact sheets, and public version research and scientific papers.
- Established brand and style standards.
- Published the organization's quarterly newsletter for six years, boasting a readership of 10,000.

Toni Pogue --cont'd--

Freelance Experience:

HR Builders, Inc – San Jose, CA
Webmaster, 2006 – Present

Premier Financial Alliance – Valencia, CA
Webmaster, 2004 – 2006

Vox Femina Los Angeles – Culver City, CA
Webmaster, 2001 □ Present

Developed first version of all websites, e-commerce features, financial calculators. Coded sites in pure CSS for simple deployment and maintenance by non-technical users. Quality assurance testing of all sites.

Bachelor of Arts degree in English, Occidental College – Los Angeles, CA

Web Site Portfolio: www.hrbuildersinc.com, www.cityofhope.org, www.songsatthelake.com, www.pfainfo.com, www.voxfeminala.org, www.walk4hope.org, and www.healthebay.org