

Julia M. Duncan

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TECHNICAL SKILLS

- HTML, XHTML, CSS
- XML, XSL, JavaScript, AJAX
- PHP, PERL, Java
- SQL & database integration
- UNIX, Mac, Windows platforms
- Web standards (W3C, Sec. 508)
- Search engine optimization
- Web analytics
- Adobe CS2, Macromedia Studio 8

EXPERIENCE

May 2004 — Present

Director of New Media — Lewis & Clark College, Portland, OR

Manage new media marketing and communications for Lewis & Clark College, primarily through the college's website, www.lclark.edu. Provide leadership, craft strategy, and devise policies for effective online business. Oversee the day-to-day operation of the website. Design new Web pages and create micro-websites for new initiatives. Develop and maintain custom Web applications, including the in-house content management system. Conduct usability and accessibility studies. Supervise and hire staff, interns, and freelance designers and programmers. Manage the New Media budget. Selected accomplishments:

- Redesigned and expanded Inside L&C, an interactive online community for admitted students, in Dec. 2005. Results: website usage exceeded goals, won a national higher education website award
- Developed new marketing strategy for Inside L&C website in Dec. 2006; initial implementation led to an immediate 45% increase in website traffic
- Created new home page and top-level pages to reflect the new college vision and marketing goals
- Wrote five-year online marketing communications implementation plan for the new brand strategy
- Planned complete website redesign process, currently completing phase one of the process
- Implemented RSS, podcasting, and video blogs for strategic initiatives
- Built social networking functionality into websites for special audience groups
- Managed all parts of the development process for a custom shopping cart web application
- Designed multimedia features including the campus virtual tour, video galleries and slide shows
- Successfully implemented project management strategies to manage 100+ projects annually
- Improved search engine visibility and rankings of the website for target keywords
- Increased visibility of the college brand on major websites including Google News and Wikipedia
- Expanded staffing and budget for the new media area
- Updated Web operations by implementing Web analytic software and regular Web traffic analysis, version control for Web applications, and blogs and wikis for team collaboration
- Improved website security through standardizing application development methods and implementing a more secure Web server environment

August 2002 — April 2004

Web Developer — Lewis & Clark Law School, Portland, OR

Managed the Internet marketing presence for Lewis & Clark Law School. Created and maintained official law school Web pages, developed information architecture, and wrote content for the home page and top-level pages. Trained clients to develop and maintain effective websites using the content management system. Developed custom Web applications and database-integrated Web pages. Selected accomplishments:

- Redesigned the law admitted student website, which improved overall usage of that website
- Provided marketing and communications expertise to assist clients in creating Web content
- Programmed an online faculty evaluation review system and a roommate finder Web application

December 2001 — July 2002

Freelance Web Consulting — Self-employed for Julia Duncan Designs

EXPERIENCE

June 2000 — November 2001

Web Editor — Professional Jeweler Magazine, Philadelphia, PA

Responsible for day-to-day operation of the magazine website, www.ProfessionalJeweler.com. Wrote daily industry news, weekly feature articles, and breaking news reports for the website. Contributed content to the magazine and wrote e-business articles for yearly “Web Guide” supplement. Designed custom graphics, banner ads, and new Web pages. Managed mass email strategy and implementation. Selected accomplishments:

- Created a new website design and information architecture for ProfessionalJeweler.com
- Directed a five month redesign process with limited resources, redesigning more than 1,000 pages
- Wrote more than 400 articles for ProfessionalJeweler.com

January 2000 — May 2000

Web Designer — Time Warner, Cable Broadband Division, Syracuse, NY

Wrote content and designed pages for online features on Time Warner’s “Around Town” website, the portal for the company’s “Roadrunner” high-speed cable Internet service customers in western New York. Developed page designs and content for the cable division website redesign. Designed, using Flash, an interactive guide for using three types of digital remote controls. Programmed custom JavaScript functions.

May 1999 — December 1999

Web Designer — The Democrat & Chronicle, Rochester, NY

Expanded the Democrat & Chronicle’s community and schools website special sections with information about Rochester’s eight major suburbs. Designed new Web page layouts, built Web pages, wrote content, took photographs, and researched local areas. Built an extensive database of local websites and participated in the initial phase of a website redesign.

EDUCATION

Bachelor of Science, 2000 — Syracuse University, S.I. Newhouse School of Public Communications

- Journalism major, Computer Science minor
- Graduated Magna Cum Laude

AWARDS & SERVICE

National Silver Circle of Excellence Website Award for Inside L&C from the Council for Advancement and Support of Education, 2005.

Web Program Chair for 2005 CASE District 8 conference. Planned and coordinated five sessions for 350 attendee event.

Secretary, San Francisco Square Home Owners Association. November 2004 - Present.

FREELANCE WEB CONSULTING, 2002-2007, SELECTED PROJECTS

Gem East Inc. — www.gemeast.com

Created online catalog for jewelry manufacturer Gem East. Used existing limited Web host resources at client’s request and created an HTML catalog for more than 500 individual products. Launched new site in June 2004. Improved search engine rankings significantly.

“Planet of the 8s” Conference — www.case8.org/planet

Created website and Web marketing strategy for the Council for Advancement and Support of Education District 8’s 2006 conference. Conference had largest attendance in district history.