

# seth bro

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## SUMMARY

- ◆ Over five years experience developing websites and applications on a wide range of scales and budgets.
- ◆ Emphasis on web standards, rich semantics, extensibility and clean design.
- ◆ Experience in numerous aspects of media and publishing including copywriting, editing, visual design, video production, radio, public speaking and promotion.
- ◆ Creative problem solver comfortable in self-directed, team and leadership roles.

## TECHNICAL SKILLS

- ◆ Applications: Adobe Dreamweaver, Flash, Photoshop, Fireworks, InDesign, Acrobat, Premiere.
- ◆ Languages: HTML, CSS, XML, Javascript, AJAX, PHP 4 and 5, MySQL, Actionscript 2 and 3. Versed in object-oriented programming, contemporary scripting frameworks, MVC and other common design patterns.
- ◆ Production: Tortoise SVN and basic version management. Content management systems including Expression Engine, Wordpress and Movable Type.

## PROFESSIONAL EXPERIENCE

Technical Lead | Blueeyes Magazine | [blueeyemagazine.com](http://blueeyemagazine.com)

- ◆ Developed the information architecture and complete back end for this award-winning photojournalism site.
- ◆ Customized CMS includes an AJAX-based, standards-compliant user interface to move photo essays from editing desk to sophisticated Flash presentation with minimal effort from site owners.
- ◆ Built an XML-based archival structure that embraces progressive metadata standards, making magazine content ready for easy inclusion in third-party databases.

Web Developer | Gelf Magazine | [gelfmagazine.com](http://gelfmagazine.com)

- ◆ Oversaw a standards-based redesign of this popular independent journalism magazine/blog, restructuring two years of content. The result dramatically increased visitor traffic, search engine placement and media attention.
- ◆ Programmed a customized CMS based on Movable Type that allows editors structured control over images, authors, advertising and numerous design elements.

Web Manager | Homefront Productions | [homefront.com](http://homefront.com)

- ◆ Maintained this nationally-syndicated radio and television program's website for the last three years, expanding their media presence into the next generation of web publication.
- ◆ Scripted tools to automate common office tasks and integrate resources with homefront.com.
- ◆ Implemented numerous multimedia solutions, such as a live web stream of the weekly satellite broadcast and publication of television segments on both YouTube and the home site.
- ◆ Created a customized content management system that offers staff intuitive control over a variety of content including consumer news articles, calendar, sponsor content and video.

Developer | [jenselarson.com](http://jenselarson.com) | Custom AJAX admin and integration with web service photoshelter.com.

Developer | [wealwaysswing.org](http://wealwaysswing.org) | Created visual presence and specialized CMS for this world-class jazz series.

Other clients: Nexant Chemsystems Online; Stanford University; Trident Communications; Boxcar Films

## EDUCATION

B.A. English and Political Science, University of Missouri—Columbia, 2004

## REFERENCES

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