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**Summary of Qualifications:**

- ❖ 28 years in visual arts as applied to print/publications, computing and computer-based education and marketing
- ❖ 16 years developing sophisticated client/server-side websites ([www.michaelgiamo.com](http://www.michaelgiamo.com))
- ❖ Extensive experience in 2-and 3-D animation/graphics, digital video/still-image photography and retouching

**Productivity Software Skills:**

Adobe Dreamweaver CS3; Fireworks CS3; Flash MX; Quark Xpress; Adobe Photoshop, Adobe ImageReady; Swift 3-D; Adobe Illustrator CS3; Adobe Acrobat Professional; Windows Media; Real Producer Pro/RealMedia video; iTunes; iMovie; QuickTime Pro 7+; Peak Audio Editing Software; OmniPro optical character scanning software; Media Cleaner; Roxio Creator Suite (CD/DVD); iDVD for Macintosh OSX; Microsoft Office Suite 2003/2007 (including PowerPoint, Word, Excel, Publisher, Access, FrontPage and Outlook/Outlook Express); Google Analytics, Google Forms; Thunderbird email client; TypePad blog production software.

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**Director of Web Communications****Drexel University Earle Mack School of Law****Philadelphia, PA****May 2005/06 – April 2009****Responsibilities and skills:**

- Website design, production and maintenance using advanced techniques with .HTML/.DHTML/XHTML by which the Drexel Law School's website has been created. Produce a high volume of digital photography for online and print use; advanced photo-retouching. Use of server-side includes (SSI) to populate repetitive web page components (navigation systems, headers and footers) and improve the visual appeal of web pages using CSS. General familiarity with JavaScript, .ASP and VBScript-based methods for web development. Responsible for cross-browser and cross-platform (Mac/PC) web page testing using Internet Explorer, Firefox, Safari and Chrome.
- Advanced Search Engine Optimization skills (SEO): through one-year individual collaboration with Pittsburgh-based firm *Elliance*, optimized Law School website meta tags, keywords, etc., gaining Drexel Law the no. 1 spot on Google, MSN, Yahoo, AltaVista, where it remains. Excellent graphic design skills in website development, navigation methods and related print materials.
- Provided ongoing website design initiatives to keep the Law School website attractive, interactive, easy to use and current.
- Digital video media and editing/post-production/encoding of media for streaming on the World Wide Web. Develop .mV4 video and .MPEG 4 audio files for web streaming or download. Utilized *DragonDrop* media encoder (developed by Drexel IRT). Provide information architecture and site navigation development, site keyword/link structures/search engine enhancements and provide/analyze web-based user statistics over time; perform site maintenance; design original Law School theme-based graphics; design and produce computer-based animations. Experience in BLOG development.
- Managed digital signage production for Law School, including creation and posting of original content of a highly visual nature for display on a closed-circuit plasma screen TV system, designed to bring important information such as daily exam schedules, special events, upcoming presentations, legal forums, symposia, and emergency notices for the students, faculty and staff.
- Produced four-color materials in a variety of formats for print and mass distribution. Excellent skills in website information architecture development. Skilled at creating computer-based media as applies to higher education. Skilled at performing research on emerging computer-based technologies. Responsible for production of data on Law School website usage via Google Analytics.
- Designed and produced email-based graphical newsletters in multiple formats for mass distribution to thousands of recipients, published approximately every 6 weeks.

- Ability to work creatively on multiple projects simultaneously and with multiple deadlines.
- Member of the Drexel Law School Marketing Team, which works to enhance the School's image through advertising, print production and a high-end world-wide-web presence.
- Highly skilled at managing large-scale projects.
- Excellent interpersonal skills; enjoy working in both an independent and in a team-based atmosphere.
- Excellent organizational skills with attention to detail.

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## PAST WORK HISTORY

### **Director of Academic Communications Office of the Provost Drexel University Philadelphia, PA 2003 – 2005/06**

- Chair, *Council of Academic Webmasters*: Comprised of more than 80 members from all colleges, schools, and departments across all Drexel campuses, the Council met three to four times a year to discuss web initiatives at Drexel, emerging trends in technology, review new sites, review web graphic standards, and participated in an interactive manner with expert guest speakers who are in the web and IT fields. These meetings empowered Council members to enhance their own web support initiatives over time.
- Designed/redesigned/produced/maintained and provided direct technical support for Office of Provost websites, including: Academic Communications, University Registrar, Student Resource Center, Financial Aid, Office of Research, Academic Operations, Academic Budgets, Compliance, College of Engineering, Civil and Architectural Engineering, College of Arts and Sciences, Drexel Center for Academic Excellence, Steinbright Career Development Center, University Course Catalog, International Area Studies, International Education, Psychology, Drexel Law School, Faculty Senate, Office of the Bursar and others.
- Team member/website developer/contributing writer for *dragonfire.org*, Drexel-based online magazine.
- Introduced innovative ways of web file sharing across multiple domain-based servers and departments including: University Academic Calendars and Academic Policies shared by Office of Provost, Research, Registrar, Student Resource Center (SRC), Financial Aid, and Academic Operations. These methods simplified the 'shared file' concept which resulted in a greatly enhanced content management and editorial process and an elimination of redundancy of content across the Drexel web.
- Member of the *DrexelOne Portal* development team (2003-2006), participating individually and in a group research process as chief planner, designer and programmer of the DrexelOne Freshman Student Portal. Edited portal via IRT's proprietary CMS.
- Developer, *The Drexel Video Archive*: Produced unique site design, with dynamic JavaScript navigation and site content consisting of episodes from *The Drexel InterView* series, a collaborative effort with producer Lynn Levin and host Paula Marantz Cohen. Encoded video content, prepared it for streaming media servers, and enabled a range of user access to video streams, each optimized for RealMedia or Windows Media players.
- Worked in partnership with the Drexel University School of Education, and, as a recipient of a video iPod grant established with Apple Computer, was integral in the design and implementation of the *MSHE Virtual Campus*.

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**Director of Web Communications  
Office of University Relations  
Drexel University  
Philadelphia, PA  
December 2001 – 2003**

- Managed development teams to produce University web sites with a consistent graphical layout and navigation system via consistent programming methods. Provided research and analysis support to make recommendations for ongoing site-wide web revisions. Partnered with Office of Information Resources and Technology (IRT) to introduce emerging trends in web technology and bring various elements of new technology to the University.
- Participated in a team effort working with University print and media campaigns to enhance marketing of Drexel colleges, schools and various programs. One 2002-2003 campaign resulted in an increase of 400 enrollments.
- Wrote and published, in a team effort, the web-based *University Graphic Identity Program* and endeavored to direct this effort and enforce web design standards among Drexel's many colleges and schools.
- Directed web management teams for integration of thousands of web pages established across two major sites (in June 2002) for the successful merger of the [former] Allegheny Health System/MCP Hahnemann University and Drexel into the Drexel University main and College of Medicine website, becoming one improved and comprehensive site. Worked closely with the Office of the General Counsel to build a secure website for merger team members incorporating data and document collection during the merger period for team review.
- Recorded live webcasts, and edited and encoded pre-recorded digital/analog video for streaming on the web in multiple formats.
- Supervised production (via third-party vendors) of a Flash-based, interactive 'business card' for Drexel University President Constantine Papadakis including a welcome video, information about Drexel academic programs, Drexel colleges and schools, and other offerings.
- Worked as liaison with various campus offices to research new educational initiatives as they may apply to advancements in technology and/or developments in teaching pedagogy.
- Pioneered publication of *The Drexel Daily Digest*, the graphical email consisting of current news, events, color graphics and other campus happenings; distribution to approximately 20,000 recipients.

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**Programmer/Analyst VIII  
Office of Information Resources and Technology (IRT)  
Drexel University  
Philadelphia, PA  
1987 - December 2001**

- Managed Drexel University web programmers and co-op student programmers assigned to develop various University websites.
- Designed and programmed complex interactive multimedia-based projects, including high-end/interactive CD-ROM media for mass distribution to faculty, students and staff. Typical run: 12 - 17 thousand copies per year.
- Provided complete website design services, webcast set-ups, graphic design and support, logo and branding proposals. Provided support for server/client-side services in the Windows NT/2000 and Microsoft IIS server platforms to the greater University community utilizing the following components: HTML, .XSL, XHTML, server-side includes, CSS.
- General familiarity/ implementation experience with JavaScript, .ASP/database interactivity, VBScript, and Perl.
- Designed various professional quality mechanicals and layouts for 2-to-5 color inks for publications, brochures and handouts.

- Organized curricula and taught classes for all aspects of web and multimedia development; designed and programmed interactive educational software and wrote support and training manuals for K-12 and higher education.

- Efforts in the area of Adult Literacy education and city-wide projects were integral in developing the Drexel/Philadelphia Adult Literacy program, in which I taught literacy center instructors - into one which helped bring Drexel over \$1 million in additional grant support.

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## **CONSULTING EXPERIENCE**

**[www.michaelgiamo.com](http://www.michaelgiamo.com)** (DBA as [www.michaelgiamo.com](http://www.michaelgiamo.com))

### **1982 – present**

Clients have included: Allied Hobbies, Inc.; Apple Computer; Ballard Spahr Andrews & Ingersoll, LLP; Bottos.com; Case Western Reserve University; Cabrini College; Neumann College multimedia production services; Peirce College website design and maintenance; production of interactive PSE&G (NJ) Nuclear Facilities disaster training programs; MasterWorks Recording; Thomas Jefferson University School of Medicine; DuPont Corporation; Lockheed-Martin; Lehigh Valley Hospital; NCR Corporation (Dayton, OH Sugar Camp Training Facility); The Philadelphia Boys Choir website; Plastic Surgery Specialists of Valley Forge, PA; RJP Homes, LLC; Rohm and Haas Company; Old Swedes Episcopal, Swedesboro, NJ; real estate sales and service website design for Yaron Properties, Inc., Philadelphia, PA; design/maintenance of PennDesign website at The University of Pennsylvania, Philadelphia, PA.

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### **Lyons Advertising, Inc.**

**Wilmington, DE**

**1986 – 1987**

Produced complex computer graphics for a wide variety of corporate clients for marketing support and advertising including DuPont Corporation, Hercules Inc., Chase Manhattan Bank, ICI Americas (now AstraZeneca) - providing content regarding medical advertising, broadcast television, multi-image slides and video production.

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### **Cleveland VA Medical Center**

**Cleveland, OH**

**1981 – 1986**

- Created educational support materials for departments of medicine, surgery, nursing, research and patient education: complex airbrushed medical/surgical illustration, multilayer anatomical representations, pen-and-ink surgical illustrations; medical cartoons and computer-generated graphs and charts.

- Produced mechanicals/paste-ups for print in 2 to 4-color inks for print. Designed data bases for analysis in the VAX 750 environment for statistical report generation, which reduced a four-day 'by hand' paper process to a few hours of data manipulation and output via computer.

- Produced illustrated reports and other deliverables for subscription medical/scientific publications.

- Produced Genographics computer slide projects, and Macintosh-based computer graphics for print.

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## **EDUCATION**

### **Ohio State University School of Allied Medical Professions, College of Medicine, Columbus, OH**

Bachelor of Science 1981 in Allied Health Professions: Proficiency in biomedical communications; national certification through the *Association of Medical Illustrators* as accomplished illustrator of anatomical and surgical texts, research-based charts and graphs for a variety of medical media, patient education and other bio-science publications.