TECHNICAL WEB PRODUCER

# CELINE NADEAU

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## PROFESSIONAL EXPERIENCE

### Web Producer & Online Communications Manager

Aug 2013 – Current / ***Pesticide Action Network of North America***

» Maintain and develop PAN's several web properties
» Manage online advocacy and fundraising campaigns

### Front-End Web Developer

Oct 2009 – Aug 2012 / ***Mother Jones Magazine + Climate Desk***

» Acted as visual web designer for motherjones.com
» Coded and troubleshooted weekly website changes
» Assisted Editors with Social Media and SEO strategies
» Led design and front-end development of microsites

### Web & Multimedia Producer

Oct 2008 – Sep 2009 / ***UCSF Clinical & Translational Science Inst.***

» Consulted UCSF Faculty & Administration for Discovery Phase
» Designed and developed front-end of CTSI first site (Drupal)
» Collaborated on data integration with UC systems

### Web Producer

Jul 2006 – Sep 2008 / ***Public Library of Science (PLoS)***

» Managed the weekly publication of 5 scientific journals/sites
» Produced html newsletters, designed and managed ads traffic
» Managed a team of two web production assistants

### Web Production Associate

Aug 2005 – Jun 2006 / ***TechSoup Global***

» Led Quality Assurance efforts for a major CMS data migration
» Created the user manual for the CMS and trained Editorial staff
» Set-up and customized Salesforce.com CRM for Netsquared.org

### Web Producer

Jul 2004 – May 2005 / ***Rena Jones Music***

» Designed and developed interactive artist website

### Sales Operations Manager

Apr 2002 – Jun 2004 / ***Totality (aquired by Verizon)***

» Administered a sales team of 60+ Account Executives

### Sales Operations Manager

Dec 1999 – Dec 2000 / ***Epicentric (aquired by Vignette)***

» Liaised Sales with Marketing, Engineering, & Legal

## OTHER RELEVANT EXPERIENCE

### Owner, Photographer

Dec 2012 - Current / ***Chez Celine***

» Wedding and Family photography and video studio

### Volunteer, Dog Rescue Web & Marketing

Jan 2009 – Jun 2012 / ***Muttville Senior Dogs Rescue***

» Redesigned mobile e-newsletter, and a 5K winner presentation

## PROFILE

### At a glance

Technical web producer with Drupal expertise and a Marketing background.

» **12** years of professional experience.
» **7** years in technical web producer roles.
» **5** years in sales operations roles.

## SKILLS

### Design & Multimedia

» Advanced Photoshop
» Working Illustrator
» Working InDesign
» Basic Final Cut Pro
» Basic Flash

### Project Mgt

» Microsoft Office
» Advanced reporting
» Lean/Agile method
» User Training
» Presentations

### Web Development

» Drupal, Wordpress CMS
» Advanced HTML/CSS
» Working JS/JQuery
» Basic HTML5/CSS3
» QA and test cases
» Email HTML design

### Digital Marketing

» Google Analytics
» A/B test, Optimizely
» Adwords
» Convio, Salsa CRM
» Mailchimp, iContact
» Salesforce.com

## EDUCATION

### Interactive Design

**Workshops, Design**

2006-2012 / PhotoShop, Illustrator, InDesign, FCP

### Web Development

**Workshops, Web Design & Development**

Drupal 6, Drupal 7, Wordpress 3+, Jquery

**Certificate, Multimedia Production**

2004-2005 / CCSF, *San Francisco, CA*

### Analytics and Marketing

**Workshops**

Google Analytics, AdWords, CRM management

**M.B.A. in Marketing**

1996-1997 / Nicholls State University, *Thibodaux, LA, US*

**B.S. in Law and Marketing**

1994-1996 / Paris-IX Dauphine, *Paris, France*

## REFERENCES

Available upon request and on Linkedin