

Jim McCoy

www.ideascomealive.com

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TECHNICAL SKILLS:

Web/Development/Multimedia:

Flash, (X)HTML, DHTML, CSS, JavaScript, JQuery, PHP, Digital Video Editing, ASP, Interactive GUI, Drupal, Wordpress, Joomla, Expression Engine, Vbscript, XML, AJAX, Shockwave 3D, Fireworks, Photoshop, Dreamweaver, Illustrator, DVD technology, SEO, web analytics, Adobe Suite and others.

Other:

SQL, Access, My SQL, ADO, Flash database backends, working knowledge of Oracle, Visual Studio, Openscript, Actionscript, and in several other OOP languages.

WORK EXPERIENCE:

[IdeasComeAlive.com](http://www.ideascomealive.com)

Austin, Houston, TX

06/2001 to Present

Web Designer & Developer (Independent Consulting)

- Worked with clients to develop accurate scope and project plans for websites build to specification with correct usability to target specific potential customers.
- Created interactive **cross-platform, W3C validated** websites using **HTML, JavaScript, CSS, Flash and Actionscript**; maintain a constant awareness of new web technologies
- Programmed websites with **CMS systems** and **shopping carts** empowered with **SEO** and proven web **marketing techniques and analytics**.
- Several clients no longer have active sites or have proprietary licenses over the work/websites created.
- **Viewable/Active Client Websites and Communities built:**
 - o www.bestfitmedia.com (Major advertising firm)
 - Work as a creative consultant with for advertising campaigns of Fortune 500 companies.
 - Design and program targeted **landing pages** and **email campaigns** including utilizing **FBML** to drive Facebook likes and interaction.
 - Use **JQuery** and **PHP** to integrate data collection and lead generation.
 - o www.attorneyandang.com (Aishah Andang, Attorney at Law)
 - Austin based immigration law practice with interactive flash based website and online community development.
 - Built website utilizing **Flash, HTML, CSS, PHP, Actionscript 2.0**.
 - **Online Community:** Building complete lawyer marketing system to integrate the existing site with social networking sites and external lawyer reference sites.
 - o www.patientsmc.com (Patients Medical Center)
 - Large surgical hospital with SQL database driven site
 - Built website utilizing **ASP, AJAX, HTML, JavaScript, CSS, Flash, CMS, XML**
 - **Online Community:** Developed doctors "myspace-like" profiles and real-time translators and nurse online chat functions that operated as an internal web community for nurses to interact with patients.
 - o www.thaispice.com (Thai Spice restaurants)
 - Franchise restaurant chain with custom, interactive Flash applications.
 - Built site utilizing **HTML, CSS, JavaScript, PHP, Flash, Actionscript 2.0, XML**
 - Created **online newsgroup community** through website that allowed registered users to request recipes, receive coupons and be informed of special events/promotions, at their request.

Ignite! Learning www.ignitelearning.com

Austin, TX

04/2010 to Present

Technical Marketing Coordinator

- Self directed decision maker for all creative marketing material including print, video, and interactive.
- Daily execution of marketing campaigns and the creation of lead generation strategies and technologies.
- Created a completely new web experience including using **JavaScript, PHP** and **Wordpress** to create a targeted, localized enterprise blogging system.
- Created **PURL** system for custom **landing pages** to drive targeted sales in specific school districts across the United States and Canada.
- Created a custom **PDF** brochure generation system using **Javascript** and **PHP**.

Charity Dynamics www.charitydynamics.com Austin, TX

01/2010 to 04/2010

Web design & Development

- Provide assistance to both the Design and Development departments depending on workload.
- Daily use of **Photoshop CS4** and **CSS** to transition **PSD** designs to validated websites.
- Development of server-based **Facebook** and **Iphone** applications for charity fundraising.

Shakti Mat Inc. www.shaktimat.com Austin, TX

10/2009 to 01/2010

Web Design & Development

- Worked as sole designer and front end developer for Austin based start-up.

- Migrated existing website into **Drupal** framework using **CSS** and **PHP**.
- Created a Facebook-like community where users can create accounts and begin blogging, posting pictures and video, and create polls.
- Developed an **affiliate program** and **agent portals** for retailers.
- Developed a fully automated **shopping cart** with shipping and fulfillment additions.
- Programmed a **Customer Relationship Manager** into the **Drupal** backend.
- Utilized **social networking** and **internet marketing** including **Google Adwords**, **Facebook**, and **Youtube** to create a sales boom and generate hype.

Emerson

Houston, TX

12/2005 to 02/2009

Technical Support & Programming

- Maintained and expanded in house software titles using **Visual Studio** and **SQL Server**
- Created a library program using **VBscript** and **XML**
- Worked through large scale network and workstation upgrades and a data migration, utilizing **Active Directory**, for a merger.
- Provided daily **Windows Desktop** support of over 150 employees including five satellite offices around the country
- Developed customer retention program for CRM (Customer Relationship Managers)
- For project management team, built project scheduling program using Visual Studio

IBD Marketing

Houston, TX

06/2005 to 10/2005

Media Specialist

- Expanded the existing template library with new web site templates using **Photoshop**, **CSS**, **Flash**, **Actionscript 2.0** and **HTML**.
- Modified existing templates designs to suit the specific client.
- Produced various marketing print work requiring creative writing including direct mailers, brochures, and cold call scripts.
- Created **XML**-driven **Flash** applications to enhance marketing systems all ready in place, including a targeted random banner system.

TAG, CICB

Houston, TX

09/2002 to 09/2003

Multimedia Developer

- Led project team of designers and developers in the creation of crane operator certification training using **Flash** and **Director**.
- Developed best practices for the creation of computer based training and effective enforcement of key principles.
- Produced libraries of scripted flash animations including 3D characters narrated using lingo.
- Additional technologies used: **HTML**, **CSS**, **JavaScript**, **Actionscript**, **Flash**, **Photoshop**

EDUCATION:

University of Houston

December 2005

Bachelor of Science Information Technology / Minor in Industrial Supervision & Marketing

Del Mar College

June 2001

Applied Associates in Information Technology / Member Alpha Beta Gamma