

# DAI SWENGLER

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## EXPERIENCE

### **DIRECTOR OF NEW MEDIA • 2007 – PRESENT**

#### **Media Two • Baltimore, MD**

Design, develop and maintain web sites for company and clients. Define and ensure organic Search Engine Optimization (SEO) and Search Engine Marketing (SEM) best practices are translated into web site copy and content. Analyze and report web metrics to spot trends, optimize content and find social networking opportunities. Update and validate code to meet Section 508 accessible standards. Develop, plan, organize and implement group and one-on-one training sessions. Coordinated with other offices to implement AdSystem company wide.

- Designed and coded web sites using the appropriate CMS solution. Sites include: TheHuntMagazine.com, SmartWomanOnline.com, WelcomeToPhila.com, GreaterPhilaMap.com, NJTicketToSave.com, WelcomeBaltimore.com and PoBDirectory.com
- Design and code e-mail promotions and electronic newsletters
- Adopt proactive social networking and organic search engine optimization techniques to improve analytics, promote branding and increase online visibility
- Create and maintain online ad banner servers with Open-X and Google Ad Manager
- Establish and maintain daily back-up system, including off-site back-up for Delaware office
- Establish company VPN to allow controlled off-site access to office network

### **PRINT AND WEB DESIGNER • 2006 – 2007**

#### **OmniTI • Columbia, MD**

Designed and coded user interfaces, web sites, and e-mail promotions for client projects and internal products. Worked on all aspects of project from concept to completion including Site maps, wireframes, design comps, prototypes and testing. Developed visual identities for print and web projects. Worked with web programmers and database administrators to create dynamic web solutions using customized open source technologies.

- Designed interface for internal time tracking software for billing clients
- Designed, coded and branded e-newsletter for Message Systems
- Redesigned company web site, designed custom internal dashboard for B5Media and updated existing interactive mall maps for Tuabman Centers, Inc.
- Designed custom high impact PowerPoint and Keynote presentations for executive staff to present at conferences.

### **CREATIVE (Apple Certified Trainer) • 2005 – 2006**

#### **Apple Computer • Towson, MD**

Designed and taught several daily training seminars for clients and staff in consumer and professional applications. Demonstrated applicable creative techniques for print, video and multimedia projects using Apple and third party software. Maintained certifications in Apple Pro applications. Researched hardware and software solutions for clients. Taught one-on-one sessions, adjusting teaching style and pace to meet the needs of individual clients. Presented classes in group sessions while engaging the audience using Apple-approved training techniques and materials.

- First staff member to be selected for dedicated full-time one-on-one personal training
- Designed and conducted seminars on web design, discussed information architecture, navigation structure, usability and accessibility
- Taught techniques in Photoshop, iPhoto, iMovie, iDVD, Final Cut Pro, and Mac OS X
- Aided clients in creating page layouts, movies, photographic slide shows, and Keynote presentations

## TECHNICAL SKILLS

### **WEB/MULTIMEDIA**

XHTML + CSS  
Dreamweaver  
Flash  
ActionScripting  
Analytics, AWStats, Analog  
Web Optimization  
Search Engine Optimization  
Section 508 Web Accessibility  
PowerPoint  
Keynote  
WordPress  
CMS Made Simple  
Joomla  
OpenX  
Clickheat

### **PRINT**

Photoshop  
Illustrator  
QuarkXPress  
InDesign  
Acrobat Professional  
Digital Color Prepress  
Large Format Printing  
Letterpress

### **ADDITIONAL SKILLS**

Microsoft Office  
Mac OS X Server  
DNS Management  
Network Routing  
Traditional and Digital Photography  
Digital Color Correction  
Apple Desktop Certified  
Apple Laptop Certified

### **EDUCATION**

B.F.A. in Photographic Illustration  
Rochester Institute of Technology  
Rochester, NY • May 1998

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## **GENIUS (Apple Certified Technician) • 2002 – 2005**

### **Apple Computer • Towson, MD**

Managed the service and repair department of Apple's Baltimore store, including setting and meeting customer expectations, researching and resolving technical issues, coordinating workflow among four technicians, ordering parts, and reviewing weekly performance metrics. Documented customers' issues using PeopleSoft. Used sales and customer service skills to provide complete computer solutions for clients. Efficiently diagnosed and repaired customer's computers, iPods, and other equipment.

- Consistently maintained a 93% or higher customer satisfaction rating
- Improved repair turn around time on laptops from 3 to 5 days to 1 to 3 days

## **SENIOR MULTIMEDIA DESIGNER • 2001 – 2002**

### **The George Washington University • Washington, DC**

Designed and developed web sites for 25 university departments. Organized and conducted technology meetings with key department heads, server administrators and other management to discuss upgrades, requirements, and installations. Initiated team meetings to discuss project goals and share ideas.

- Key member of design team for the university's main web site
- Lead interface designer and developer for the university's computer store web site
- Installed, configured, and debugged GW streaming radio server and GW robotic webcam
- Designed and developed *America On Alert*, *The Schedule of Classes* and commencement web sites
- Ensured compliance with the 508 Accessibility standards and legacy browsers

## **GRAPHIC AND TECHNICAL CONSULTANT • 1998 – PRESENT**

Design print and web-related marketing materials for clients. Past projects include e-mail promotions, online banners, and web sites for *USA Today*, the *New England Journal of Medicine*, MCI, the Vitamin Shoppe, Sonitrol, BoxTone and Towson University. Software and iPhone application beta tester for RnSK Softronics.

## **SENIOR WEB DESIGNER AND DEVELOPER • 1999 – 2001**

### **OneSoft Corporation • McLean, VA**

Designed, coded, conceptualized, and implemented e-commerce web sites. Designed proposals and print marketing collateral materials. Search engine optimized web sites to ensure high web ranking with search engines.

- Lead interface developer for *weightwatchers.com*
- Optimized web sites for keyword search engines to ensure high organic web search ranking
- Tested and fixed all web sites for cross-platform and browser compatibility
- Designed and produced marketing and sales pieces such as posters, brochures, proposal covers, and style guides

## **HONORS AND ACHIEVEMENTS**

### **Guest Speaker**

Maryland Apple Corps  
"Setting Up A Home Server"  
April, June • 2008

### **"Dr. Know" Award**

Apple Store Towson  
3rd Quarter • 2006

### **OneSoft MVP Award**

Professional Services  
2nd Quarter • 2000