

# Jessica Hanley

Yonkers, NY 10704  
 914.965.4301  
<http://www.jessysworld.com>  
[jessy@jessysworld.com](mailto:jessy@jessysworld.com)

<b>OBJECTIVE</b>	To direct the product, design, development and deployment of web based services.	
<b>QUALIFICATIONS</b>	Extensive experience in planning and implementing project plans for web based products and services. Demonstrated ability to manage development, system administration and creative teams. Superior communication and organizational skills.	
<b>PROFESSIONAL EXPERIENCE</b>	<p><b>FortuneCity.com</b>  <i>11th largest digital media property globally</i></p> <p><b>Director of MyPhotoAlbum</b></p> <ul style="list-style-type: none"> <li>• Reporting directly to CEO, responsible for all aspects of the MyPhotoAlbum product, including feature development and meeting financial goals.</li> <li>• Oversees the rapid growth of MyPhotoAlbum global customer base, strategic partnerships, technology platforms and innovative products and services</li> <li>• Envisions and plans all product enhancements, creates and maintains the product road map and feature implementation plans.</li> <li>• Directs the member experience through user-interface design and usability expertise.</li> <li>• Represents the personality of the MyPhotoAlbum team through "Jessy Updates" and "Jessy's Corner" in the monthly newsletter.</li> <li>• Leads the creative direction of MyPhotoAlbum, including creating the look and feel of the member albums as well as the acquisition website and marketing materials. Also, serves as the designer for all of the MyPhotoAlbum</li> </ul> <p><b>Manager Design Services</b></p> <ul style="list-style-type: none"> <li>• Directed all aspects of web design service offerings including; creating proposals and process documents, web site designs and code for customers</li> <li>• Managed the design services team of designers, developers and account managers</li> <li>• Represented FortuneCity.com in all prospecting, sales and information gathering design service meetings</li> </ul> <p><b>Product Manager</b></p> <ul style="list-style-type: none"> <li>• Created project plans and GUI/ site flows for all website enhancements and redesign projects.</li> <li>• Developed testing procedures for all new projects involving ecommerce</li> <li>• Planned and implemented a demo application for white box web hosting services and simplified purchase process, which increased free to paid service conversions by 400%.</li> </ul> <p><b>Senior Builder</b></p> <ul style="list-style-type: none"> <li>• Served as senior web developer for corporate properties utilizing skills in HTML, DHTML, JavaScript, Java, ASP, and JSP all corporate properties</li> <li>• Designed all corporate websites including; Fortunecity.com, Ampira.com, V3.com, AmpiraMedia.com and Hotgames.com</li> </ul>	<p>9/00-present</p> <p>Promoted 01/05</p> <p>Promoted 10/04</p> <p>Promoted 01/03</p> <p>Promoted 06/01</p>
	<p><b>Jessy's World</b>  <i>Web Design and Development Freelance Services</i></p> <p><b>President</b></p> <ul style="list-style-type: none"> <li>• Built a large freelance client base including clients such as Time Warner Inc., Vesper Media, Studio Concierge and many others</li> <li>• Established and maintained client relationships, created project plans, proposals and estimates for all projects</li> <li>• Designed developed and maintained all contracted web sites, newsletters and ads for all clients</li> </ul>	<p>9/01-present</p>

	<p><b>NBNTech Inc.</b> <i>e.Commerce Solutions Provider</i></p> <p><b>Project Manager</b></p> <ul style="list-style-type: none"> <li>• Project Manager, Webmaster, and content writer for web sites; insured Flash and PhotoShop expectations were met; supervised high-level development in ColdFusion, DHTML, and JavaScript</li> <li>• Researched and created web hosting procedures, FAQ's, pricing, and online transactions for corporate web hosting site</li> </ul>	1/00-9/00
	<p><b>Bivings Woodell</b> <i>winner of the 1999 Netty Award</i></p> <p><b>Research and Strategy Team Member</b></p> <ul style="list-style-type: none"> <li>• Created web based public relations strategies, improvements and new products for international client services</li> <li>• Researched and compiled reports on the success of current programs and assisted the webmaster</li> </ul>	5/99 - 9/99
	<p><b>Senator Tom Daschle</b> <i>Minority Leader of US Senate</i></p> <ul style="list-style-type: none"> <li>• Created press releases and media reports which represented Senator Daschle and analyzed senatorial press</li> <li>• Analyzed senatorial press. Researched, planned and organized press conferences for the Senator</li> </ul>	4/98 - 9/98
TECHNOLOGIES	<p><b>Programming Languages:</b> <u>Utilized:</u> HTML , CSS, PHP, DHTML, JavaScript, Ajax, Flash Action Script, ASP, JSP, ColdFusion, CGI Scripting, Java Applets, Active X, Portal Technologies <u>Managed Use of:</u> Perl, Shell Scripting, Java, Web2.0 technologies, Python</p> <p><b>Graphics &amp; User Interface:</b> Adobe Photoshop, Adobe Image Ready, Adobe Illustrator, Macromedia Fireworks, Flash, GUI &amp; Usability</p> <p><b>Advertising &amp; Marketing:</b> Real Media Ad Serving Software, Instream Video Ads (.flv), Ad Networks, Search Engine Optimization, Email Labs, Topica, Hitslink, Overture, Google AdSense, Google AdWords</p> <p><b>Project Management &amp; Documentation:</b> CVS, Source Safe, Twiki, DotProject, Microsoft Project, Visio, Technical Writing</p> <p><b>Support &amp; Help Documentation:</b> RoboHelp, Pivot, MediaWiki, Sales Force, Support Wizard</p> <p><b>Ecommerce &amp; Order Fulfillment:</b> OsCommerce, PayPal, Authorize.net, ShopSite, Merchant Account</p> <p><b>Operating Systems:</b> <u>Utilized:</u> Windows, Mac OSX, Unix, Suse <u>Managed Use of:</u> Red Hat, Mandrake, Solaris</p> <p><b>Server Software:</b> <u>Managed Use of:</u> Apache, DNS, Tomcat, MySQL,</p>	
PROFESSIONAL ACHIEVEMENTS	Recipient of 25 Web Development Awards	

- Cool Homepages - The prestigious cool web site design gallery
- eCreative Award - Established to choose the most creative web sites of the world, gathers all the web designers on a common platform.
- iStockPhoto Designer's Spotlight - awarded the coveted Featured Design.
- No Limit Media Award - collection of the best websites on the Internet
- Internet Vibes Award - created with the intention of gathering all the best looking, most creative, and most useful web sites under one roof
- Pixle makers - A major portal for superior web design, located in brazil
- Nest Collective - Online community site that raises the collective consciousness of female design talent
- Four Level 5 awards (as rated by award sites)
- List available on JessysWorld.com

<b>EDUCATION</b>	<b>University of Maryland at College Park</b> Bachelors of Arts in Communication
<b>PORTFOLIO</b>	<b>Jessy's World</b> (portfolio) – <a href="http://www.jessysworld.com">http://www.jessysworld.com</a>
<b>REFERENCES</b>	Available Upon Request