

Seth Leonard

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SUMMARY OF SKILLS

- Developer of varied, successful websites for over 17 years
- Diverse skill set combines all aspects of online development, including planning, programming, design, marketing, social media, and enhancing the user experience
- Collaborative approach focuses on simplifying client understandings of how separate online elements and web tools can be combined to reach their goals
- Effective project manager who leads clients clearly through each step of achieving milestones
- Strong interest in discovering and implementing emerging technologies

RELEVANT EXPERIENCE

Web Consultant

2011 - present

- Build WordPress websites using custom themes and sub-themes, as well as framework themes such as Thesis and Genesis
- Extend WordPress functionality through PHP, including creation of referral contests and e-commerce download verifications
- Develop Drupal websites using custom sub-themes and key functionality achieved through Views, Fields, Taxonomy, and other modules, as well as format customizations
- Manage multiple projects for highly varied clients
- Lead complete website building through discovery, development, design, training, and hand-off
- Advance web strategies in partnership with clients to build their online businesses and engage their internet audiences
- Create online guides to train individuals, small businesses, and nonprofits about building and expanding their online presence
- Partner with high-traffic sites to deliver webinars and guides on web strategy and technology
- Review client websites and create action plans for improving conversion and activity
- Write weekly blog about web strategy and technology

Online Director, Earthjustice

2008 - 2011

- Collaborated with Fundraising, Program, Marketing, and Communications departments to achieve organizational goals
- Created and implemented social media strategy, growing Facebook fans from 1,000 to 31,000 and Twitter followers from 0 to 13,000
- Migrated complex website with over 100,000 content items from GetActive CMS to Drupal; migrated e-CRM of 250,000 supporters from GetActive to Convio
- Oversaw redesign of entire website, liaising among external designers, internal departments, and organization's technical team
- Overhauled website architecture to prioritize campaign content and more effective landing pages, as well as improve user experience
- Managed team of three: Web Producer, Web Administrator, and Web Associate

Project Manager, Exponent Partners

2007 - 2008

- Customized Salesforce online software to meet needs of nonprofit organizations
- Implemented creative solutions for fundraising, advocacy, and membership management

- Led all stages of projects, including: defining organization processes, developing applications, evaluating final product, training staff, and supporting system users
- Collaborated with key staff at client organizations to ensure a shared vision and project success
- Worked with outside vendors to enhance system capabilities and integrate third party tools
- Projects included: Transform, Family Services Agency, and League of Young Voters

Web Systems Administrator, ACLU of Northern California

2006 - 2007

- Administered complete system redesign of organization website and communication tools
- Developed Convio constituent management platform to integrate with new website and connect 1000s of members with ACLU news and action alerts
- Led migration of 10,000 static web pages and legal data files into new content management system
- Collaborated with Legal, Field, Policy, Communications, and Development departments to improve content and ensure website was meeting goals of entire organization
- Created and led interactive workshops to prepare staff to contribute to new website and utilize communication systems

Founder/CEO, MatchFlick

2004 - 2006

- Launched social networking start-up to connect movie-goers in an online community
- Developed business strategy and grew engaged community from scratch
- Directed all aspects of business: partnerships, marketing, press, budgeting, and evaluation
- Constructed entire website, including design, architecture, database, and programming
- Supervised staff of contract employees, volunteers, and community contributors to expand website outreach and improve content

Web Developer, Wcities

2004 - 2006

- Managed multi-lingual international travel website with 300,000+ location records
- Incorporated visitor reviews to increase traffic and improve content
- Developed applications for iPod and other mobile devices to expand website audience

Website Manager, MayaWorks

2000 - 2007

- Administered all aspects of organization website, including multiple website redesigns
- Developed custom e-commerce system, including inventory management and online shopping

Website Manager, Tapestry.net Inc.

1999 - 2001

- Led expansion of company's online presence by improving content, enhancing site functionality, and personalizing user experience
- Produced popular monthly newsletter for 100,000+ subscribers

EDUCATION

State University of New York - Empire State College

B.A. in Public Policy, 2008

- Significant coursework in public policy, public administration, and urban studies

VOLUNTEER ACTIVITIES

- Assistant Softball Coach, Willard Middle School, Berkeley, CA
- Dog Walker, Berkeley Animal Care Services