

Tom Sakell
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Manager, Interactive / Washington Speakers Bureau / 2008 – 2009

The Washington Speaker Bureau represents elite political and business speakers around the world. I developed strategies for online and interactive campaigns to gather user information, inform customers and track user experiences.

- Developed online alternative to print brochure, at a savings of \$90,000.
- Managed vendors in multimedia, video, photography, graphic arts, programming and servers.
- Developed creative and strategies to deliver targeted customers to the company website (washingtonspeakers.com), with 30,000 monthly users.
- Crafted 2.0 corporate strategy for LinkedIn, Wikipedia, Facebook and Twitter.
- Established Search Engine Optimization strategy, seizing Top 2 performance for targeted keywords, tracking results with a blend of Google Analytics and WebTrends.

Manager, Interactive Communications / ESI International / 2006 – 2008

ESI International is a global business training company based in Arlington, VA. I planned and produced, managed SEO strategies and developed global web solutions.

- Developed content, creative and applications for company website (esi-intl.com), with 60,000 monthly hits while marketing classes and online promotions.
- Served on globalization team to create strategy for global website and led strategic, creative and technical online projects for India, Singapore, Hong Kong, Taiwan and China.
- Represented internal business as liaison with IT department and evaluated business and technical requirements.
- Crafted and art directed corporate narratives and overviews using Flash and DHTML.
- Created SEO strategy and secured Top 4 rankings for targeted keyterms, which drove more than 40% of site traffic from search engines.

Webmaster / Visual Networks / 2004 – 2006

Visual Networks was a networks system company that produced hardware and software solutions to optimize network performance.

- Blended Flash, HTML, Cold Fusion, JavaScript and Cascading Style Sheets for 2005 website redesign (visualnetworks.com), intranet overhaul and extranet construction. Developed color palettes, type guidelines and online and print style
- Developed Captivate sales demonstrations for 90-second episodes.
- Created direct sales extranets for resellers and channel partners.

Webmaster, Principal / Harbor Sights / 1997 – present

Founded a small business to create high-end websites for medium-sized businesses, working full cycle from concept to deployment.

- **Designer:** Storyboarded ideas; laid out concepts; and posted online drafts. Provided art direction, graphics, photographs and hired illustrators. Offered full marketing for clients.
- **Programmer:** Wrote JavaScript, ActionScript and CGI scripts; used Cascading Style Sheets; and authored code in ASP and XML.
- **Editor:** Wrote, rewrote or edited content. Employed excellent writing and tremendous editing skills. Converted complex information and ideas into clear, compelling narratives.
- **Project Manager:** Created search engine optimization strategies; scheduled work and timelines with clients; managed free-lance illustrators and database programmers.

Case studies

- Project managed and designed haircuttery.com, a national chain of hair salons. Working with client's collateral, used large images in fast-loading, Flash pieces and created JSP zip code finder to guide user with tips on hair care based on area's weather report.

Graphics, Design Editor / USA TODAY / 1991 – 1997

Managed visual presentation of Baseball Weekly, a print tabloid at USA TODAY (350,000 circulation). Developed short- and long-term editorial projects and directed design and covers.

Education

M.Ed., Instructional Design & Development, George Mason University, 2009 (December)

Graduate Certificate, e-Learning, George Mason University, 2008

B.A., Journalism, Pennsylvania State University

Speaking

e-Gov Conference, Washington, D.C., 2008

Traveling corporate trainer in Javascript, MS Front Page, 2000

Technical Experience

- **Creative:** Complete Adobe CS3 suite
- **Code:** Cascading Style Sheets, ActionScript 3, JavaScript, HTML
- **Programming:** ASP, ASP.NET, Cold Fusion, XML, PERL / CGI, MS Access
- **Search Engine Optimization (SEO):** Google Analytics, WebTrends, Google Webmaster Tools, Web Position, RSS feeds, crawlers
- **Software Applications:** Dreamweaver, Visual Studio, Front Page, Sharepoint, Notepad, MS Project, Homesite, iTunes, Audacity, SoundForge

- **Print:** InDesign, QuarkXpress, Acrobat