

Amy W. Helfman

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PROFILE

Flexible, creative web professional with expertise in social media, front-end development, content management systems, and information architecture. Excellent speaker, writer, and editor with knowledge of several foreign languages. Seeking a web communications position that will employ my outstanding interpersonal, communication, and web design skills.

SKILLS SUMMARY

Communications: Wrote users' guides for several databases. Edited book review section of an internationally-distributed professional newsletter. Delivered stand-up classroom instruction, as well as small-group and one-on-one training in use of various applications. Working knowledge of German, Hebrew, and French. Conversational knowledge of Spanish and Italian.

Front-end Development/User Experience Design: Knowledge of XML, Perl, C, and Javascript. Expert in XHTML and CSS; familiar with Section 508 (ADA) accessibility standards. Experience in developing websites to maximize cross-platform compatibility. Proficient user of Dreamweaver, Homesite, BBEdit, and Photoshop. Able to work on Windows, Mac OS X, and Unix platforms. Skilled user of MS Word, Excel, PowerPoint, Access, and Visio. Internet user since 1992; web designer since 1994.

Project Management: Project manager for a complete redesign and restructuring of a .edu website. Project manager for development of a custom web application to run a charity campaign online.

EXPERIENCE

Content Editor, DailySource.org, 7/2009-present. (Volunteer)

- Select and evaluate news, opinion, and multimedia items from major online providers for timely inclusion on www.dailysource.org.
- Add stories, in accordance with AP style, to content management system.

Academic Systems and Technology Staff, Library and Technology Services, Brandeis University, Waltham, MA. 2/2007-2/2009.

- Designed user interface (XHTML and CSS) for digital repository.
- Advised colleagues on search engine optimization (SEO) of their web content.
- Customized user interfaces for various library systems.
- Administrator and trainer on web-based content management system.

Manager of Web Technologies (7/2002-2/2007), Senior Web Developer (11/2000-6/2002), JTS, New York, NY.

- Initiated and managed a complete redesign and restructuring of JTS's primary website and distance learning site. (Sites were in production 2003-2007.)
- Conducted needs assessment interviews with internal clients at all levels of the organization.

- Performed card-sorting and developed information architecture for main website.
- Constructed thesaurus and wireframes for new websites.
- Developed coding specifications and wrote CSS.
- Hired and supervised web designer and web developer.
- Optimized websites for cross-platform and cross-browser compatibility using XHTML and CSS.
- Wrote email FAQ and quick-start guide for SquirrelMail.
- Performed Unix system administration tasks. Installed and maintained Apache server software, NetTracker web analytics software.
- Constructed SQL queries and perl script to extract information from mSQL database.
- Responded to webmaster email.

Associate Librarian (7/1999-10/2000), **Public Services Librarian** (11/1996-6/1999), HUC, New York, NY.

- Analyzed computing needs and recommended hardware and software for purchase.
- Trained users in database searching techniques.
- Wrote users' guide for a humanities database.
- Supervised support staff. Participated in hiring interviews.
- Developed first website for HUC Libraries. Took digital photographs and created images in Photoshop.

Reference Librarian, Wittenberg University, Springfield, OH. 8/1995-11/1996.

- Designed and managed library's first website and a website for Common Learning (required first-year seminar).
- Created PowerPoint presentation for library orientation.
- Wrote handouts and taught user education sessions.
- Installed and maintained software on reference workstations.
- Supervised student workers.
- Internet Training Coordinator: Expanded university's training program from a single workshop to a series that reached more than 200 students, faculty, and staff. Developed and taught introductory HTML training for professors. Served on university's advisory committee for information technology.

EDUCATION

Master of Library Science, School of Information Science and Policy, University at Albany, State University of New York, Albany, NY

- Recipient, Higher Education Act Title II-B Fellowship in Preservation Administration
- Founding President, student chapter of Society of American Archivists

Bachelor of Sciences, Georgetown University, Washington, DC

- Major: Psychology Minor: Linguistics

Other education and training:

Fundamentals of Project Management, Brandeis University

Copy Editing and Proofreading, The New School

Color Theory, School of Visual Arts

Multimedia Graphic Design, NYU School of Continuing & Professional Studies

Web Sites That Work: Designing With Your Eyes Open, User Interface Engineering

XML Introduction, Hands On Technology Transfer

UNIX System Administration, PARSEC Group

Apache Server Administrator Training, Cooper McGregor

C Programming, NYU School of Continuing Education

Computer Programming I, Wittenberg University

REFERENCES

Outstanding professional and personal references available upon request.