

Jeff Brock

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Career Summary

Charismatic, right-and-left-brained communicator with more than 13 years expertise in web content, programming, design and usability, and 9 years as a photographer, journalist and media relations professional. Through relentless focus on user experience, produces websites that have:

- Generated more than 30 million page views, spreading education about HIV/AIDS, chronic kidney disease, women's rights and other important issues;
- Given thousands of participants in AIDS/LifeCycle charity bike ride the tools to build homepages, send 275,000 e-cards and post 12,000 blog entries, raising more than \$40 million over 7 years;
- Processed more than 260,000 secure credit card donations online.

Software & Scripting Languages

- Adobe Creative Suite 4 (Photoshop, Illustrator, Dreamweaver, Flash, Soundbooth)
- Photoshop Lightroom 2.6
- Acrobat 9 Professional
- Final Cut Studio 2 (including Soundtrack, DVD Studio & Compressor)
- PHP 5
- ColdFusion 8
- WordPress 2.9.2 & WPMU 2.9.2
- HTML 4.0 & XHTML 1.0
- CSS 2.1 & CSS 3, DHTML
- JavaScript, AJAX & jQuery
- RSS, XML, SOAP & APIs
- Apache 2.0.46
- Red Hat Linux 3.4.5-2
- MySQL 5
- Microsoft SQL Server
- Social networking (Facebook, Twitter, Ping, Flickr, YouTube, MySpace, LinkedIn, Issuu, TypePad, Blogger)
- Windows 7
- Mac OS X (Snow Leopard)

Web Experience

- 10/07 - present **Owner, Jeff Brock Studio.** Design and develop websites for wide variety of clients, ranging from large non-profits and restaurants, to law firms and gift wholesalers. Special focus on WordPress. (Links at jeffbrockstudio.com/portfolio/)
- Developed site for *Financial Executives International - Silicon Valley Chapter's* 500 members, using WordPress MU (Multi-User). Built social networking platform for members, using BuddyPress.
 - Designed and developed *Berkeley Therapy Institute* website in WordPress.
 - Designed and developed *Touchstones of the Sacred* blog in WordPress, incorporating OIOPublisher advertising plugin and customized Flash video player.
 - Photographed, designed and developed *Somerset Restaurant* in WordPress.
 - Developed WordPress site and customer order system for *Southeast Marketing*, as well as Issuu integration and external database connection via SOAP.
 - Developed "Campaign 88 Days" online fundraising campaign and tools for user-generated content for *Mama Cash* (an international women's rights organization based in Amsterdam), using WordPress MU, in English and Dutch.
 - Built content-rich WordPress site for *The Kidney TRUST* from designer's comps. Develop quarterly HTML email newsletter and distribute through VerticalResponse.
 - Developed CSS menus, submission forms, and donation system for *Manilow Fund for Health & Hope*, and updated CSS of *Barry Manilow's official website*.
 - Built donation system for the *Chaka Khan Foundation* using Authorize.net's API.
 - Built tools and maintained infrastructure of *aidslifecycle.org* from 2001-2008. Created screensaver for Mac & Windows. Designed Flash e-Card.
 - Developed part of backend for *Cachet Banq's* payroll tax processing system, using ColdFusion 8.

8/00 – 10/07,
4/97 – 8/99 **Web Producer / Content Manager, San Francisco AIDS Foundation.** Provided vision and creative talent in using the web to serve the AIDS Foundation's varied constituents. Managed and programmed all of the organization's websites, including SFAF.org, AIDSLifeCycle.org, tpsf.com (The Speed Project) and pgaf.org (Pangaea Global AIDS Foundation). Coordinated 1,300 articles as content manager. Created advanced interaction tools in ColdFusion. Administered Linux webserver. Supervised Web Services Associate. For 2006 redesign, took SFAF.org through project management life cycle: analysis, design, development, deployment and support.

→ **Content Management/Information Architecture**

Built a powerful browser-based content management system and integrated content of websites into a database, allowing staff to upload text, images and PDFs. Devised user-friendly information architecture in collaboration with department directors. Maximized cross-referencing of content. Wrote original articles, repurposed print publications, and copy edited text for style and usability. Updated sites with late-breaking news. Chose items to highlight on home pages and wrote headlines.

→ **Design/Photography**

Oversaw visual design for websites, working with contractors when necessary. Built complex CSS-driven layouts. As a skilled digital-SLR photographer, managed AIDS/LifeCycle's annual "Experience the Event" web coverage, with thousands of photos (gallery at <http://www.jeffbrockstudio.com/portfolio/aidslifecycle-gallery/>). Prepared multimedia content for the web, including authoring PDFs, editing/compressing video and audio, creating graphics, and shooting, selecting, cropping, color correcting, manipulating and tagging RAW photos.

→ **Interactivity/Usability**

Coordinated usage of application services provider Convio to communicate with constituents (such as event participants, donors, and grassroots advocates) and advised staff on designing effective campaigns. Built and managed extensive system for AIDS/LifeCycle participants to create homepages, fundraise, and take part in discussion forum. Programmed secure donation and registration forms. Monitored traffic and search patterns to enhance usability.

→ **Technical Administration**

Created MySQL databases. Made root-level changes on remotely hosted Linux Dedicated Virtual webserver. Monitored uptime, efficiency, backups, errors and security logs. Installed and managed SSL certificates. Registered domains. Managed URL rewrites/redirects. Adhered to web-coding standards and best practices.

8/99 – 8/00 **Associate Editor, Satellite Sites/eCenters, PlanetRx.com.** Oversaw content for some of the Web's most prominent chronic-condition health sites, including: Diabetes.com, Hepatitis.com, Depression.com, Alzheimers.com, and Arthritis.com. Also maintained comprehensive sites on allergies, asthma, digestive health, and colds & flu.

Media Experience

From 1993 – 1999, worked as a reporter for Metro Newspapers in San Jose, California; a freelance writer in San Francisco for *SOMA Magazine* and *Children's Advocate Newsmagazine*; and Media Relations Associate at the San Francisco AIDS Foundation.

Education

9/89 – 6/93 **Stanford University**, Stanford, Calif. Graduated with a B.A. in Sociology. Studied international media in a one-on-one tutorial at Oxford University. Speak, read and write Spanish fluently.

4/09 – 6/09 **Graphic Design I**, Portland Community College (Rock Creek).