

## **Lauren G. Miller**

Lauren@webmiller.biz

### **EDUCATION**

B.S. Mass Communications: Corporate Media James Madison University Harrisonburg, VA 1996

### **CAREER SKILLS**

- Web management
- Project management
- Web development/design
- Section 508 web expertise
- Programmer/designer/client liaison
- Staff supervision/training
- Resource management
- Client relations/training
- Electronic data collection
- Customer support/service
- Advertising/marketing and branding
- Technical writing
- Print & graphic design
- Web research
- Photography

### **CAREER ACHIEVEMENTS**

- Owning my own business is a rewarding experience. Using my experiences, I built a substantial client base in the small business and nonprofit community. Each client has its own challenges and rewards. My business philosophy is to help my clients achieve their business goals, which sometimes goes beyond web design. I help clients build marketing strategies, ad campaigns and promotional materials.
- As part of the MIS team, I managed the creation of an electronic data collection system's web interface for FTA's Online Job Access and Reverse Commute Grant Reporting System for Federal Fiscal Years 2002-2005. Each fiscal year required gathering meaningful information from FTA; restructuring data flow and organizing data into an online format allowing grantees to report on JARC grant expenditures and accomplishments; testing web interfaces and data collection personally and with automated tests developed by MIS; assisting and training grantees; and preparing gathered data for statistical analysis.
- As Web Project Manager, I brought critically needed cooperation and support to the Federal Transit Administration's web site: instituted project planning, status reporting, and accountability; and upgraded relations between Client and Contractor. I Led the troubleshooting and resolution of project-threatening problems by researching problems and using the support of my staff.
- Developed and designed new sub sites for the Federal Transit Administration's web site. Led Federal Transit Administration's server transitions. Created web pages that complied with federal IT accessibility standards as directed by Section 508. Created statistical reports based on server logs. Maintained client relations and acquired new projects as a result.
- Advised the National Transportation Library web team on how to meet federal IT accessibility standards, as directed by Section 508, for their web pages and helped to resolve those issues. I also advised the NTL web team on the accessibility of different types of PDF documents and the necessary steps to make PDFs accessible.
- After the terrorist attacks on September 11, 2001, I assisted the National Transportation Reference Service Team by researching and verifying the latest breaking transportation news and then publishing that news on the 9/11 FAQ pages. The Department of Transportation homepage and the DOT Chief Information Officer's homepage linked to the NTL 9/11 FAQ because these pages provided the best service to the transportation community and the general public in our time of crisis.
- I presented at training sessions to the Federal Railroad Administration instructing FRA management and staff on the benefits and features of their new interactive intranet site designed by Micro Information Systems.
- As Manager/Director of Advertising, I created advertising campaigns from concept to completion. Wrote press releases published in trade magazines such as Architectural Record, ENR, Architecture and Government Product News and presented ad campaigns at annual licensee seminar.

## **Lauren G. Miller**

Lauren@webmiller.biz

### **CAREER EXPERIENCE**

#### **Webmiller.biz 2004 - present**

##### Proprietor

- Design and maintain affordable, practical, and creative web sites for smaller businesses.
- Create Ad campaigns, brochures, logos, consult on marketing, advertising and branding promotions.
- Digital/Analog Photographer specializing in real estate.

#### **Technology Team, Alexandria, VA 2003–Consultant**

##### 508 Specialist

Review Section 508 accessibility issues for Technology Team Clientele.

- Develop 508 testing methods.
- Report to Project Manager on 508 issues and suggest solutions.
- Train key staff on preventing and resolving 508 issues.

#### **Micro Information Systems, Chesapeake, VA 1999–Present**

##### Web Project Manager (1999-2004) - JARC (2002-2005)

Development, maintenance and support of Federal Transit Administration's web site:

- Direct and train the professional staff.
- Interact closely with client to resolve design, technical and accessibility issues.
- Manage and coordinate with the client and support staff on various projects including the electronic data collection of JARC grant information.

#### **Netalyst INC., Washington, D.C. 1999– 2003**

##### National Transportation Library, Reference Specialist/508 Consultant

- Responsible for researching and answering client queries in a timely manner. Assist other National Transportation Library Reference Staff with research and client queries. Assisted maintenance of FAQ pages and consulted on 508 issues.

#### **Piedmont Press, Warrenton, VA 1999**

##### Customer Liaison

- Provided technical assistance to print and web clients for various projects. Performed preflight operations for print projects, assisted the Graphic Design Manager and Web Operations Manager with print and web projects and created concepts for promotional campaigns.

#### **Ad Ventures/Smith-Midland Corporation, Midland, VA 1997–1998**

##### Manager/Director of Advertising

- Responsible for all aspects of advertising campaigns from desktop to print, budgeting, creation, placement and evaluation. Designed a database to evaluate each promotion according to lead generation and qualification. Duties also included photography, web development and public relations such as writing press releases and newsletters.

#### **WINC FM/AM, Winchester, VA 1997**

##### Account Executive

- Created new advertising accounts, assisted in station promotions, reported on events for the news department, wrote copy for commercials and assisted production staff with voiceovers and commercial production.

### **SOFTWARE ENVIRONMENTS**

- |                                 |                              |   |
|---------------------------------|------------------------------|---|
| • HTML, CSS, JavaScript         | • Adobe Acrobat Professional | • MS Office, Project                            |
| • Adobe PhotoShop and PageMaker | • JAWS                       | Limited Experience:                             |
| • Dreamweaver                   | • Selenium                   | Perl, CGI, PHP, Quark, Illustrator, Plone, Unix |

### **REFERENCES AND SALARY REQUIRMENTS PROVIDED UPON REQUEST**

See <http://www.webmiller.biz/clients> for current list of clientele and website design examples