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# MARTIN MCGEE

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## QUALIFICATION HIGHLIGHTS

### Executive Management

### Client Management

### Information Architecture

### Team Leadership

### Website Development

### Quality Assurance

- Strong leadership and strategic skills in motivating and leading people to achieve common goals
- World class e-commerce sites for international, multi-lingual clients
- Website development and maintenance as well as search engine optimization
- Specialist in customer service, consulting, and teaching including planning and development assistance
- Communication and public relations with partners, customers, and senior management

## TECHNICAL EXPERTISE

HTML/DHTML, AJAX, XML, JavaScript, PHP, Drupal, RedDot CMS, ASP, ColdFusion, Perl, Flash, ActionScript, CGI, HTTP, FTP, IIS, Apache, MySQL, SQL Server, MS Access, Oracle, Microsoft Windows, Linux, Solaris, MacOS, MS Word, Excel, Visio, Project, PowerPoint, Facebook, Twitter

## WORK EXPERIENCE:

### **Decision Counsel, Seattle, Washington**

2008 - Present

#### **Vice President, Technology Development**

- Estimated and managed client project budgets
- Built and managed team of developers
- Developed and maintained web sites and HTML email campaigns for a variety of companies including IDG, Hanley Wood, Computerworld, Salesforce.com, Visage Imaging, and Driscoll's
- Architected and deployed content management systems and custom web-based tools

### **The West Edge Group, Kirkland, Washington**

2003 - 2008

#### **Managing Partner**

- Managed relationships with clients and creative agency partners
- Developed and maintained web sites for a variety of companies in the high-tech and consumer product industries
- Created site maps, task flows and page schematics for web sites

### **Decision Counsel, San Ramon, California**

2001 - 2003

#### **Partner, Technology**

- Developed marketing and sales automation tools to support client needs
- Developed and maintained web sites and provided search engine optimization services
- Supervised independent contractors on a project by project basis

### **marchFIRST (Formerly USWeb/CKS), San Francisco, CA**

1998 - 2001

#### **Vice President of Web Development**

- Led International development teams in Europe and the United States
- Assessed requirements to support international development effort
- Facilitated communication between team components and members
- Completed deliverables within budget for \$ 9 Million account
- Implemented quality assurance in web development process
- Managed over 20 developers, team leads and quality assurance technicians across multiple offices
- Developed web site components for high-profile companies including AltaVista, Globalstar, Grupo Televisa, Logitech, Ortho Biotech, Mazda USA, Silicon Graphics, VISA and Xircom
- Developed prototypes for prospective clients and projects

**Golden Gate University, School of Technology & Industry, San Francisco, CA**

2000 - 2003

**Adjunct Faculty**

- Developed and taught e-commerce courses both online and in person
- Created lecture material and handouts, led online topical discussions
- Analyzed interrelationships between core e-commerce courses and recommended modifications
- Achieved 50% reduction in content overlaps across course offerings

**SoftAd Group, Mill Valley, CA**

1997 – 1998

**Senior Web Developer / Technical Project Manager**

- Managed programming resources, determined needs and assigned developers
- Achieved over 90% utilization rate with projects completed on time and within budget
- Worked on development of Ford Motor Company worldwide web site
- Programmed using Perl 4 and 5 in primarily UNIX (Solaris) environment
- Developed Active Server Pages and ISAPI Filters on Microsoft NT 4.0/IIS server
- Built tool for automating Ford Motorsport race result posting to web site
- Created combination server and client-side tool using Microsoft Work, Perl and Procmail

**Zoom.Com Information Services, Fremont, CA**

1995 – 1997

**Director of Sales & Marketing**

- Assessed competitive landscape and developed product and service offerings around resources
- Created and published web site with new offerings
- Increased revenue 30% without additional investments in infrastructure or headcount
- Provided sales, customer support, pricing and strategic planning
- Communicated with vendors for internal and customer purchasing needs
- Identified vendors to supply needs, negotiated purchasing, financing, shipping & payment terms
- UNIX System Administration for Web, FTP, SMTP and NNTP servers including pager duty
- Had root access to all servers and routers

**Hitachi America Ltd., San Francisco, CA**

1994 – 1995

**Application Developer / Web Designer**

- Designed graphics and consulted on aesthetics for semiconductor web site
- Recommended tools for HTML development and editing
- Built automated tool for managing shipping information
- Created efficiency tool using Microsoft Visual Basic for Excel, deployed tool and trained staff
- Reduced calculation errors to nearly zero and reclaimed 25 hours of productivity for six people

**ADVISORY BOARD POSITIONS**

**GlobalVue, Oakland, CA (2000 to 2003)**

An online exchange of marketing communications best practices

**MBX Interactive (2000 to 2002)**

Intended to deploy content on a variety of devices, including handheld computers

**PROFESSIONAL ORGANIZATIONS**

**Ad Club Seattle (2005 to Present)**

- Board Positions: Government Relations Chair (Current,) Webmaster (Current,) Fundraising Chair
- Committees: Puget Sound ADDY Awards (Current,) AdBash

**EDUCATION:**

BS – Cal Poly, San Luis Obispo, CA