

JASON R. SPENCER

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PROFILE

Web Marketing & Development ♦ E-Learning Solutions ♦ Network Administrator ♦ Information Technology Specialist ♦ Multimedia Production Specialist

Multimedia professional with more than twelve years of HTML hand coding and nine years of visual editor experience. Excellent verbal and written communication skills, positive interaction with executives, clients, vendors, and team staff. Technically proficient as a Macromedia Certified Web Site Developer and as a Microsoft Certified Professional.

EXPERIENCE

CBS Radio, San Jose, CA 95113

NextMedia Communications, Inc, San Jose, CA 95113

Web Site Coordinator for KFRC / KBAY / KEZR, 2004-2005

Key contributions and responsibilities:

- Worked closely with the Marketing Manager, Program Director, and General Sales Manager to develop brand extension campaigns designed to drive time spent listening (TSL) ratings for KBAY and KEZR
- Effectively increased San Jose Market TSL as a team effort for KBAY and KEZR to #1 and #2 for overall persons age 18+ by quadrupling total page views and unique visitors
- Re-designed all three station websites utilizing ColdFusion, MySQL, and Flash
- Implemented phpMyAds banner management console to maintain and optimize campaign tracking and trends for sales department
- Maintained integrity of listener email database
- Responsible for online imaging of each station, including all logos, event graphics, special banners, and advertising layouts
- Designed multiple bus boards, mailers, and news print marketing materials
- Content maintenance on weekly and day-to-day events and contests

Sound In Motion, LLC, Santa Cruz, CA 95062

Website Specialist, Regional Manager, Professional Disc Jockey, 1995-Present

Key contributions as Website Specialist:

- Consulted company regarding online commercial image
- Full re-design and development of website and content
- Responsible on daily basis for maintaining web content
- Live site: <http://www.simdjs.com/>

Key contributions as Regional Manager & Professional Disc Jockey:

- Responsible to generate 45% of annual income and growth from inside event sales
- Maintain company relationships with other vendors, caterers and consultants
- Negotiation and consultation with clients prior and during events
- Public speaking as emcee and announcer during events
- Notable DJ and MC client include San Jose Sharks Hockey, San Jose Stealth Lacross, Smash Mouth, Howard Stern, Joe Montana, LoopNet, Cisco Systems, KITS-FM Live 105 parties, KAZU-FM On-air, Industrial Light & Magic – Lucas Arts, PDI/Dreamworks, Gottschalks, American Diabetes Association, American Heart Association, Genus

Jensen Corporation Landscape Contractors, Cupertino, CA 95014
Information Technology Specialist, Business Development, 2002-2004

Key contributions and responsibilities:

- Content and layout design for 12 page company brochure, reducing outsourced costs by \$25,000
- Re-design of corporate web site utilizing Flash and ASP content
- Performed a company-wide transition to Windows 2000 and XP
- Consolidated DSL and Dial-up lines from remote offices to one provider, effectively increasing bandwidth and lowering overall costs 60%
- Solomon IV 5.x Network Administration and Desktop Client Support
- Windows 2000 Administration of mixed-mode, single domain Active Directory Structure (NT4 BDC)
- Setup, configure and maintain PPTP VPN and Citrix MetaFrame XP connectivity for six remote offices
- Network design, analysis, server maintenance, WAN/LAN
- Installation of PC's, printers, servers, and other networked hardware
- Develop and maintain IT Department procedural and process documents
- Enhanced marketing efforts with the development of specialized brochures, newsletters, PowerPoint presentations, proposals and bids, and additional materials

CalStateTEACH Technology Enhancement Project ("CSTEP"), Seaside, CA 93955
Webmaster, Multimedia Production Specialist, Subject Matter Expert, 2000-2001

Self-Employed, San Jose, CA 95123
Internet Consultant, Design and Development, 1995-Present

SKILLS

Software Design Skills	Yrs	Rating (1-5)	Web Programming / Functional Skills	Yrs	Rating (1-5)
Macromedia Dreamweaver MX	9	4	HTML / CSS (Hand Coded)	12	5
Macromedia Freehand MX	5	2	Javascript	6	3
Macromedia Fireworks MX	5	3	Macromedia ColdFusion MX	2	2
Macromedia Flash MX	2	2	Flash ActionScripting	2	2
Adobe Photoshop/ImageReady	10	4	XHTML / XML	3	2
Adobe Illustrator	8	3	PHP 4 / PHP 5	2	2
Adobe Acrobat	5	3	Microsoft SQL / mySQL	4	2
Adobe InDesign	6	3	Customer Relations	6	5
Microsoft Office (XP-2003)	6	4	Web Marketing	6	4
Outlook 98 - 2003	5	3	Instructional Design	3	3
Microsoft Project 2002	4	2	Public Speaking	12	5

EDUCATION

Telecommunications, Multimedia, and Applied Computing
 California State University at Monterey Bay, Seaside, California 93955
 Concentrations in **Instructional Technology** and **Web Design & Development**

CERTIFICATIONS

Macromedia Certified Web Site Developer, Macromedia, Inc., November 2001
Microsoft Certified Professional, Microsoft Corporation., May 2003

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