

Marc Needham
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Web strategist and team leader with more than 15 years experience in development, design, and content.

Relevant Experience

Scripps Health, San Diego, CA

Corporate Director, Web Technology (2007 –)

Manager, Web Technology (2007)

- Researched and analyzed the organization's needs to develop a comprehensive long-term strategic web plan.
- Led redevelopment of Scripps.org resulting in 15% increase in traffic and a \$3.5M increase in system revenue one year post relaunch.
- Matched organization's strategic goals to resources and created an effective, customer-focused department of subject matter experts.
- Integrated data from a broad variety of legacy clinical applications into consumer-facing web portal.
- Initiated interactive marketing and social media efforts allowing for tighter alignment between online and offline marketing communications.
- Vocal advocate of usability-based defensive design and standards-based development.
- Fostered work environment focused on collaboration and creativity leading directly to perfect group score in annual Great Place to Work® Institute survey.

Northwestern Memorial Hospital, Chicago, IL

Senior Software Engineer (2006 – 2007)

Technical Webmaster (2003 – 2006)

- Helped to shape strategic vision of group – matching relevant internet technologies to the hospital's overarching goals.
- Managed flexibly staffed teams of development consultants across enterprise-level projects from start to successful completion.
- Prepared strategic plans, budgets, project plans, technical specifications, database schema and network diagrams.
- Led ground-up redevelopment of hospital website. Involved shifting thousands of pages of information from static HTML to a fully dynamic architecture. Built using the JSP Spring framework on Oracle 10g database and application server.
- Led development and implementation of site-wide custom content management system and e-commerce solution for online event registration and ticket sales.

Shiny New Media, Chicago, IL

Co-Founder/Principal Technology (2002 – 2003)

- Built a successful web development group by focusing on customer satisfaction and industry-leading technology.
- Managed teams of developers and designers to consistently complete projects ahead of deadline and under budget.
- Prepared extensive competitive analyses of websites for potential clients.
- Acted as lead developer and project manager on everything from small site redesigns to full e-commerce application development. Included creation of project plans and timelines, code standards and site documentation.

Walt Disney Internet Group, Seattle, WA

Technical Producer (2000 – 2001)

- Lead web developer across Disney's suite of entertainment websites including; Wall of Sound, Mr. Showbiz and Movies.com.
- Initiated the push for code standards and web accessibility compliance that led to a change in company development policy.
- Organized and led training sessions for management and development staff in new internet technologies.
- Honed user interface design and usability skills to a razor sharp edge.

Past Experience

2001 – 2002	optionsXpress , Chicago, IL Web Designer/Content Producer
2000-2000	InfoMedX , Seattle, WA Web Developer II
1999-2000	Hodes Group , Seattle, WA Account Coordinator
1998-1999	PrimeSynergy , Champaign, IL Marketing Specialist/Web Designer
1996-1998	Planet Digital Network Technologies , Champaign, IL Web Designer
Summer 1996	The Kimball Group , Itasca, IL Copywriting Intern

Education

Bachelor of Science in Communications, conferred January 1999
University of Illinois - Urbana-Champaign

Software Proficiencies

- Adobe Flash, Photoshop and Illustrator
- Microsoft Word, Excel, Visio, Access
- MSSQL, MySQL, PostgreSQL

Language Proficiencies

- JSP, PHP, Ruby (on Rails,) XML
- SQL
- HTML, CSS and JavaScript