

RODNEY L. DREWERY

943 Alter Road #409
Detroit, Michigan 48215

Phone: (313) 469-1727
rodney@drewerypublishing.com
Portfolio: www.drewerypublishing.com

SUMMARY OF QUALIFICATIONS

Web aficionado focused on front-end development and design of web sites emphasizing web standards, accessibility, and cross-browser compatibility. Experienced at content management system implementation, information architecture, and usability testing; good project management skills; solid core foundation and abilities with XHTML/HTML, CSS, and JavaScript including jQuery; intermediate PHP/MySQL scripting and database programming ability; growing experience developing Flash-based sites and applications using ActionScript; wide-ranging ability to use Creative Suite, integrated development environment (IDE) applications, and browser developer tools to create and manage dynamic web sites.

EDUCATION

Bachelor of Arts, Economics
Associates in Arts, Letters, Arts, and Sciences

University of California, Santa Barbara, CA
Antelope Valley College, Lancaster, CA

PROFESSIONAL DEVELOPMENT & TRAINING

Achieving Extraordinary Customer Relations
Fast Trac Entrepreneurial Program

Essentials of Project Management
Six Sigma Quality Improvement

PROFESSIONAL EMPLOYMENT

The Drewery Publishing Group, Detroit, MI; *Freelance Web Developer/Designer*; 2006-Present

Creative web designer/developer promoting best practices for standards-compliant, accessible web solutions for websites, blogs, and related online communications. Related freelance projects:

- *Trek Computers*, 2006; Redesigned existing website (www.trekcomputers.com, *no longer live*) using HTML, CSS, and Dreamweaver 8 to enhance usability, organize product and service-related content, and search-engine optimization.
- *Private Care 4 U Home Care*, 2006; Created redesign solution for print publications (brochure and business cards) and website for privately-owned nursing care service. Designed brochure using Adobe InDesign CS2, business cards designed in Photoshop CS2; website developed and designed with Dreamweaver 8, e-mail/contact page survey pages developed using PHP/MySQL.
- *Venus Equity Group*, 2007; Recreated company logo from JPEG and created new business card layout using Adobe Illustrator CS2, managed 'foil stamping' and final print production processes with third-party vendor; delivered project ahead of contract deadline.
- *Going Public Public Relations*, 2008; Developed and designed new website (www.goingpublicpr.com) for Los Angeles-based public relations firm; coded site with XHTML, CSS, and JavaScript to create accordion-effect; provided domain registration, hosting, and e-mail services.
- *Juan Paul Photography*, 2009; Developed and designed Flash portfolio site (www.juanpaulphotography.com) using Flash CS4 Professional, XML, and Photoshop CS4; provided training and instruction to client, domain name registration, and hosting.

University of Detroit Mercy, Detroit, MI; *Web Communications Coordinator* 2008-2009

Primary responsibility for development, design, and content coordination of School of Law's web pages, sites, and e-communications initiatives for Admissions Department.

- Used PHP and MySQL to collect and manage user-supplied data and facilitate contact forms, pagination, and security.
- Developed, designed, and coordinated email campaigns, new web pages, and new sites using Adobe Creative Suite applications, HTML, CSS, JavaScript, and third-party e-mail and chat services.
- Demonstrated effective use of Flash-based components for visual appeal and multi-media promotion, such as slideshows and photo galleries.
- Tracked metrics and usage to determine effectiveness of web and e-communications initiatives.

Detroit Medical Center, Detroit, MI; Supervisor, Courier Operations 2007-2008

Responsible for the administration, coordination, control and supervision of all Service Dispatch Operations including directing, planning and scheduling all courier inbound and outbound courier routes to obtain efficient customer service coverage.

RL Drewery Transportation, Detroit, MI; Principal/Owner-Operator 2003-2007

Provider of ground transportation and expedited courier services.

Quest Diagnostics, Auburn Hills, MI; Logistics Supervisor 2002-2003

Responsible for overseeing the operations of a regional dispatch call center, couriers and routes, physician supply warehouse and distribution, motor vehicle fleet leasing/maintenance, and administrative tasks/projects related to laboratory diagnostic testing services.

Business.com, Santa Monica, CA; Research Manager 1999-2001

Provided comprehensive industry research, editorial analysis, and staff development for leading business directory and search engine.

- Created information architecture and taxonomy for Aerospace and Defense, Automotive, and Transportation and Logistics industry sectors using various productivity tools and applications, including Cold Fusion, SQL, and HTML.
- Successfully coordinated projects with engineering, product, and business development teams to deliver marketing and product initiatives resulting in revenue generating categories.
- Designed and managed quality assurance methods for editorial production and publishing.
- Demonstrated subject expertise in supply chain management, quality management, and statistical analysis by producing and publishing first known commercial site for Operations Management.

Contract Transportation & Logistics, Los Angeles, CA; Owner/Operator 1995-1999

Manager/Owner-Operator of third-party contract transportation and logistics services, providing independent contractors and bonded couriers to transport high-valued, time-critical parcels and freight.

ADDITIONAL TECHNICAL EXPERIENCE

Software, Applications, and IDEs

Experience using and manipulating open source and proprietary content management systems (CMS), including WordPress, Joomla, Drupal, and Expression Engine. Daily use of Adobe Creative Suite applications, including Dreamweaver, Photoshop, Flash, and Fireworks; use of Mac and PC text editing tools such as Coda, Notepad++, PHP Designer, and CSSEdit to write HTML, PHP, JavaScript, and CSS. Utilization of web developer plug-ins for Mozilla Firefox, Google Chrome, Internet Explorer, and Opera web browsers. Increasing use of Adobe Flash Builder and Adobe Catalyst for Web and desktop application development.

Web Application Development (Ajax)

Sound understanding and some experience using JavaScript libraries such as jQuery, Mootools, Spry, and the Yahoo! User Interface Library (YUI), along with the document object model (DOM), Adobe AIR, XML, and XSLT to create Rich Internet Applications (RIA), manipulate and display of dynamic data, create interactive user interfaces, and enhance client-side asynchronous communication.

Multimedia

Growing knowledge and experience using an assortment of application tools and software to produce interactive wire-frames, interactive PDF documents, and video. Ongoing practice using Adobe Fireworks for wire-frames, storyboards, and interaction symbols, Adobe Acrobat to create navigational elements and embedded multi-media, and ProShow Producer to create slide shows for varied playback formats. Ongoing learning and practice using ActionScript and the Flash Platform to deliver content through the Adobe Flash Player.