

Scott M Daugherty

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## **Objective**

Work in an Internet environment using computer and people skills to develop web content that will help clients and/or co-workers. Willing to share my creative mind and valuable unique technical skill set for a position with career and advancement opportunities.

## **Accomplishments**

- Increased traffic and prospective leads generation at Pittsburgh Technical Institute utilizing SEO, PPC, Email, and Social Media Strategies.
- Attend yearly conferences for EDU (college & university) webmasters and marketing teams. Have attended several advanced PhotoShop training conferences.
- Volunteered web design skills to North Park Haunted House for several years, proceeds benefited the Make-A-Wish Foundation.
- Have and continue to work on my own personal web site to develop and implement new ideas and different strategies.
- Created over a dozen websites within the last year, meeting the clients requests and goals of their site.
- Helped several small local businesses as a consultant for their computers and networks. (building, troubleshooting, updating and repair)

## **Capabilities and Technical Skills**

- Develop and build with HTML, PHP, MySQL, CSS, JavaScript and Flash (Limited exposure to .NET - willing to learn)
- Extensive training and experience in Adobe Photoshop and Dreamweaver
- Able to build environments to test web designs and scripts on a variety of Operating Systems and Browsers
- Exposure to Windows, MAC OS, and many versions of Linux. (Work on MAC and PC often.)
- Understanding and an interest in hardware, networking, PC hardware and OS repair
- Management experience with technical and nontechnical personnel
- Liaison experience between technical team and senior management and marketing teams
- Understand and experience utilizing Social Media for marketing and internal news
- Extensive knowledge and understanding of SEO (Search Engine Optimization) best practices

## **Employment History**

Pittsburgh Technical Institute, Oakdale, PA

### **Web Marketing Coordinator, 2005 - Current**

- Develop prospective leads utilizing the Internet
- Design and Maintain pti.edu
- Manage Social Media presence
- Develop content for Emails and Social Media sites like Youtube and Flickr
- Managed a small team of consultants and student workers to develop content and edit video
- Service faculty and staff with online tools
- Develop and consult admissions department for technology implementation

Benzidream FX Studios, Allison Park, PA

**Web Project Manager**, 2003 - Current

- Manage and develop web projects for clients of the studio
- Lead Developer
- Occasionally outsource to other developers and manage those teams
- Network administrator for the studio
- Maintain pittsburghsfx.com

Robert Morris University, Moon Township, PA

**Technical Programmer**, 2002 - 2005

- Maintained primepa.org
- Offered support services for the engineering department that included photography and videography
- Was lead developer for developing online curriculum for manufacturing engineering courses to be offered by the PRIME coalition
- Collected data from contacts at CCAC, WCCC, BCCC, California University of Pennsylvania and Robert Morris University
- Traveled to manufacturing companies around Pittsburgh to document and video processes for online curriculum
- Manage a small team of engineering graduate students to build curriculum from data collected from the schools

Freelance Web Developer

**Web Developer**, 2002 - 2010

- Create websites and online marketing strategies for small businesses
- Consult them on hardware and internal networking
- Develop content such as video, photography, and strategies specific for social media.

**Education**

Purdue University - West Lafayette, IN

Bachelor of Science - **Computer Graphics Technology**, 2001

Minor - Organizational Leadership Supervision

[www.scottdaugherty.com](http://www.scottdaugherty.com)