

EDUCATION

- M.A. Speech Communication, California State University, Hayward, June 1995
- B.A. Speech Communication, California State University, Hayward, June 1993, Summa Cum Laude

EXPERIENCE

5/98 – Present

AVE CONSULTING, San Jose, CA

INDEPENDENT MARKETING COMMUNICATIONS AND WEB CONSULTANT

- Representative clients include: ACT Medical, Adobe Systems, Alan Biller & Associates, Aruba Wireless Networks, Borland, Cooley Godward LLC, Cisco Systems, CommerceNet Commtouch, Connelly Communications, Cordys, Coremetrics, Dynaptics, Driver Group, Entera, E*TRADE, Exordium Group, Exponential Edge, Handl Consulting, Fujitsu-PC, Hewlett-Packard, Hitachi Data Systems, Intel, Kassner, Klein Design, KL Consulting, LiveCapital.com, Logitech, Netflix, Noosh, Nyquist Design, OnLink Technologies, Palm, PayPal, PB Systems, Inc., Personics, Pioneer Resources, Randall Crandall, Timi3 Systems, SAP, Symantec, Women In Consulting, and Xantrion

2/96 – 2/99

HITACHI DATA SYSTEMS CORPORATION, Santa Clara, CA

DIRECTOR, WEB CONTENT AND DESIGN (12/98 – 2/99)

- Responsible for establishing and implementing a content and design strategy for all HDS websites (Internet, intranet, and extranet) that supported the company's business objectives and improved its competitive position
- Worked with internal channel marketing and information technology teams to launch HDS' pilot extranet for resellers, involving needs assessment, project management, testing, design, navigation, and content development
- Developed a comprehensive plan for bringing HDS' "grass-roots" intranet in line with corporate standards, so that it was easy to use and navigate and facilitated improved business processes, making sure to include cross-divisional contributors
- Managed Web content and design manager, project coordinators, and programmers

MANAGER, WEB CONTENT DEVELOPMENT (4/98 – 11/98)

WEB EDITOR (8/97 – 3/98)

MARKETING WRITER (2/96 – 8/97)

- Developed concepts and wrote copy for brochures, flyers, fact sheets, product announcement letters, presentations, success stories, tradeshow magazine ads, direct mail pieces, posters, white papers, corporate gift catalogue, holiday party invitations, and more

9/95 – 12/95

UNIVERSITY OF UTAH, Salt Lake City, UT

DEPARTMENT OF COMMUNICATION TEACHING FELLOW

9/93 – 9/95

LAM RESEARCH, Fremont, CA

HUMAN RESOURCES BENEFITS REPRESENTATIVE (9/93 – 9/95)

6/89 – 9/93

ACUSON COMPUTED SONOGRAPHY, Mt. View, CA

HUMAN RESOURCES BENEFITS COORDINATOR

AFFILIATIONS AND CLEARANCES

- Association for Women in Communication
- Top Secret Security Clearance (Inactive)

REFERENCES

Available upon request