

Michael L. Soden

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Professional Website Designer, Developer, and Project Manager

Extensive experience in high-tech product retailing, with expertise in Marketing, Operations, Information Technology.

Designed, managed, and marketed corporate/government website, intranet, and third party product focused websites, including searching engine optimization.

Negotiated contracts, managed vendor relations, and outsourced products and services with high-tech Fortune 500 companies.

Professional Experience

MS Designs, LLC t/a Harcalf Agency, Midlothian, VA 2004- Present
Graphic Web/Print Design, Development and Hosting Services
President/Owner

- Established freelance web design and programming firm.
- Established Website and Email hosting services to assist small to medium businesses with their website presence.
- Designed, developed, and programmed several sites including County of Sonoma's Parks and Recreation, where the Board of Supervisors, Sonoma County, CA issued a resolution for my outstanding work.
- Taught 2.5 years computer and design classes for Life Long Learning Center at John Tyler Community College, Midlothian, VA.

County of Sonoma, Santa Rosa, CA 2002 - 2003
ISD Systems & Programming Division
Graphic Web Designer & Programmer Intern

- Performed linked maintenance on several web sites insuring web pages were linked and working properly.
- Optimized site images with a file size of 50K or more.
- Re-designed several web sites using the county's template standards for accessibility and use ability. These new standards required the implementation of CSS style sheets, JavaScripting and changes to the coding where ASP pages were used.
- Developed working ASP movie map image gallery for the film office.

Spirits in Stone, Glen Ellen, CA 2002 - 2003
Importer of African stone sculpture, paintings, masks and baskets from Zimbabwe
Graphic Web Designer & Programmer Intern

- Maintain program for optimizing the company's visibility on search engines. This requires the daily oversight of Overture and Goggle sponsorship programs, logging of clicks and page impressions, and recommending changes to keywords and descriptions.

- Designed Email sign-up mail list sales collateral, requiring signage for the retail boxes and entry forms.
- Perform design changes, routine page updates and maintenance to the company's three websites.
- Created several product web pages by shooting images of products, optimizing the images for web viewing and then uploaded into database.
- Created and published images for web site using Photoshop.

ComputersAmerica, Inc., San Rafael, CA

1988-2001

Technology Solutions Provider to Fortune 1000 companies

Director of Operations & Marketing

- Developed and delivered innovative marketing programs that included: product promotions to the end user, creation of sales collateral, manufacturer's training, sales compensation spiffs, and trade show events.
- Designed and implemented a web-based, high-end help-desk product that supported IT professionals in over 4600 products, including all major operating systems, hardware, applications, software, peripherals and networking environments.
- Completed redesign and improvements to company's electronic storefront; these improvements included new interface design, improved product technical information, category and keyword product search engine, 3-click expedited checkout, and order tracking.
- Managed an 18-person team with job responsibilities covering purchasing, marketing, website & intranet, warehouse, product returns, and facilities.
- Assisted special task force in recommending and implementing a proprietary software application used in all facets of the company. The implementation of this software eliminated 15 data entry positions and contributed over \$700K in annual cost savings.
- Developed and delivered Electronic Data Interchange (EDI) purchase and invoice processing system; achieved accuracy rating of 99.8% for purchase order processing and eliminated a 10-day delay in customer invoicing. This new system allowed the company to realize a \$500K annual savings.

Professional Tool Kit

Access, Active Server Pages (ASP), Adobe Acrobat (V-7, including Forms creation), Macromedia Studio 8, HomeSite (V5.5), HTML, Illustrator (V- CS2) , Photoshop (V-CS2) MS Office, Nextrend, JavaScript, SQL, Visual Basic 6.0

Education and Certifications

Santa Rosa Junior College, Santa Rosa, CA

- **Certificates:** HTML Web Content Developer, Adobe Mastery Certification Training in Photoshop, Dreamweaver
- **Career Certificate:** Web Graphic Designer

Professional Organizations

Chesterfield Chamber of Commerce

VAHCC (Virginia Hispanic chamber of Commerce)

National Association of Photoshop Professionals

Career Prospectors - Leader

Rotary International – Brandermill Chapter – Sec 2005-2006, VP 2006-2007, President-Elect 20067 - 2008

“Rotarian of the Year 2004-2005 & 2005-2006”

BNI | Hispanic Business Group (Business Network International) - Vice-President, President