

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

## **Relevant Experience**

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### **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**

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

**Education**

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

**Software Proficiencies**

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

**Language Proficiencies**

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