

James H. Day III

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Summary

Over nine years of combined enterprise content management, professional website development, and application / system administration experience across a multitude of industries. Extensive track record of conceptualizing, developing, training, and managing mission-critical systems and applications for small businesses and Fortune 500 organizations alike.

Technical Skills and Proficiencies

- CSS
- JavaScript
- MySQL
- PHP
- RSS
- XHTML
- XML
- Application development / management
- Web content development / management
- Information architecture and design
- E-Learning module development
- Project management
- Search engine optimization and analytics
- Web standards / usability and prototyping
- Adobe Creative Suite
- Microsoft Access
- Microsoft SharePoint
- Microsoft Visio
- Microsoft Visual Basic
- Project management apps
- Various CMS / LMS systems

Additional Skills

- Enthusiastic, self-motivated individual with the ability to plan, pace, and self-supervise
- Excellent interpersonal skills; demonstrated by collaboration with cross-functional stakeholders
- Strong writing / editing skills with ability to create accurate, engaging, and style-compliant content
- Proven ability to translate complex business needs into technology-based solutions

Professional Experience

Piedmont Healthcare Corporation
HR Business Analyst

Atlanta, GA
February 2011 - Current

- Internally recruited to assist in the migration of Piedmont's legacy HRIS system to PeopleSoft Enterprise Human Capital Management 9.1
- Collaborate with subject matter experts and external implementation consultants to develop current state assessments, future state designs, and test plans to support the implementation of Talent Acquisition Management, Performance Management, and Enterprise Learning Management modules

Piedmont Healthcare Corporation
e-Learning System Administrator

Atlanta, GA
February 2010 - February 2011

- Managed system-wide learning management system (LMS) and supported Piedmont's 9,000+ employees across four hospitals and dozens of clinics and physician practices
- Drove LMS development and overall e-learning strategy by managing critical vendor relationships and working collaboratively with organizational stakeholders to define and document procedures and system requirements
- Served as System-wide Online Learning Committee facilitator and assisted both clinical and non-clinical department representatives in their presentation and justification of e-learning mandates

CompuCredit Corporation
Interactive Application Manager

Atlanta, GA
March 2007 - January 2010

- Conceived, developed, and managed numerous web-based applications used by internal employees as well as hundreds of external customer service representatives around the world
- Managed and assisted with development efforts of CompuCredit's CRM application which tracked all internal (cross-department) and external (business to customer) e-correspondence
- Facilitated cross-department needs analysis meetings, requirement gathering sessions, and created regular status reports for senior management
- Collaborated with department directors, managers, subject matter experts, and graphic designers to efficiently manage content on CompuCredit's corporate intranet and external websites
- Created detailed processes, workflows, and overall content strategy guidelines to ensure intranet and website scalability and conformity
- Mentored and coached junior web developers and graphic designers

Turner Broadcasting
Webmaster, CNN, Sports Illustrated, and NASCAR

Atlanta, GA
October 2005 - March 2007

- Developed interactive content for CNN.com in an extremely fast-paced, newsroom environment
- Ensured articles, dynamic content, and marketing campaigns were well-written and error-free
- Served as project lead on special projects such as Sports Illustrated's 2006 Olympics website
- Created, published, and tracked conversion rates for the Sports Illustrated, NASCAR.com, and CNN.com electronic newsletters, delivered to hundreds of thousands of subscribers
- Collaborated with copy editors and senior producers to coordinate and publish live video feeds on CNN.com's streaming video service

Delta Air Lines
Website Content Developer

Atlanta, GA
May 2005 - October 2005

- Responsible for developing, editing, and maintaining marketing-related content at delta.com
- Worked closely with account managers to ensure accurate, timely delivery of website content, news releases, and promotions
- Created landing pages and associated content which supported direct mail and email campaigns delivered to hundreds of thousands of Delta SkyMiles customers
- Managed and supported the advertisement trafficking system (DoubleClick) and assisted teammates in the copyediting and quality assurance processes

Dynadirect.com
Project Manager/Website Engineer

Newport News, VA
January 2004 - April 2005

- Coordinated and assisted with the integration of an XML-based world-wide shipping system into an existing high traffic e-commerce website, effectively increasing consumer reach tenfold
- Developed numerous database applications to automate various data conversion tasks
- Designed and developed corporate websites according to client specifications
- Created and managed an inventory deployment system which simplified the process of listing thousands of products on amazon.com resulting in an approximate revenue increase of \$175,000/month

Design Management Group
Lead Web-based Training Developer

Norfolk, VA
June 2002 - January 2004

- Responsible for the management and development of numerous B2B and B2C web-based training courses and the creation / maintenance of corporate websites
- Duties included web design and development, software development, instructional design, print ad design, internet research, targeted advertising campaigns, customer service, sales, technical support, and routine office tasks

Godbout Enterprises
Web Developer Intern

Virginia Beach, VA
January 2002 - May 2002

- Developed a valuable and intimate understanding of the web development workflow
- Diagramed and storyboarded a large-scale website while keeping short term goals in sight and attainable
- Used Macromedia Flash extensively to design an introductory video, various website components, and related digital assets
- Assembled small groups of individuals better suited to certain tasks to speed the overall development of the website

Education and Professional Development

- **University of Minnesota, St. Paul, MN**
Certificate, Business Analysis, 2011
- **Ashworth College, Norcross, GA**
BS, eBusiness, 2009 - 2010
- **ECPI College of Technology, Virginia Beach, VA**
AAS, Information Technology/Web Development, 2000 - 2002