

# James H. Day III

572 Edgewood Ave #105  
Atlanta, GA 30312

**Mobile:** 404-862-4909 | **E-mail:** jimmy@jimmyday.com | **Website:** www.jimmyday.com

## Summary

Over eight years of combined enterprise content management, professional website development, and application administration experience across a multitude of industries. Extensive track record of conceptualizing, developing, and managing mission critical websites 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
- Email campaign development / management
- Project management
- Search engine optimization and analytics
- Web standards / usability and prototyping
- Adobe Dreamweaver
- Adobe Fireworks
- Adobe Photoshop
- Microsoft Access
- 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

### CompuCredit Corporation Interactive Application Manager

**Atlanta, GA**  
**March 2007 – Current**

- Conceive, develop, and maintain numerous web-based applications used by internal employees as well as hundreds of external customer service representatives around the world
- Manage and assist with development efforts of CompuCredit's CRM application which tracks all internal (cross-department) and external (business to customer) e-correspondence
- Facilitate cross-department needs analysis meetings, requirement gathering sessions, and create regular status reports for senior management
- Collaborate with department directors, managers, subject matter experts, and graphic designers to efficiently manage content on CompuCredit's corporate intranet and external websites
- Create detailed processes, workflows, and overall content strategy guidelines to ensure intranet and website scalability and conformity
- Mentor and coach 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 Sport's 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 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 maintained 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**

- **Ashworth College, Norcross, GA**  
BS, eBusiness, 2009 – 2010 (expected)
- **Microsoft Access Visual Basic for Applications Training**  
Emory University, Atlanta, GA, 2007
- **Enterprise Information Architecture Training**  
Keynote by Louis Rosenfeld, Atlanta, GA, 2007
- **ECPI College of Technology, Virginia Beach, VA**  
AAS, Information Technology/Web Development, 2000 - 2002