

Steve Scheinberg e-mail: steve@frontendtech.com 408-218-0590

TITLE: Senior Web Producer: HTML, Web Design, Site Maintenance, Dreamweaver, CSS, IBM WebSphere Commerce, WordPress, CMS, SEO, Project Management, Electronic Commerce.

OBJECTIVE: To provide quality web site design, project management, and ongoing support for individuals or businesses seeking to establish an Internet presence or requiring an update to an existing web site.

TARGET JOB:

| | |
|------------------------------|--------------------------------------|
| Desired Job Type: | Employee, Contract |
| Desired Status: | Full-Time |
| Career Level: | Mid-Career (15+ years of experience) |
| Date of Availability: | 6/1/16 |

TARGET COMPANY: **Category:** Internet/E-Commerce

TARGET LOCATIONS: San Jose-Mountain View

RELOCATE: No

WORK EXPERIENCE:

Title: **Lead Web Designer / Owner**

1997 - Present <http://www.FrontEndTech.com> San Jose, CA

Sales, marketing, and web design services. Search engine marketing and optimization (SEM / SEO). Over 200 web sites built to date. Successfully optimized (SEO) over 50 sites, thousands of terms. Leadership: worked independently. Programs: Dreamweaver, CS5, Fireworks CS5. Technology: HTML, WordPress, CSS, XML, Graphic design, JavaScript, e-commerce, W3 Compliance, Section 508 & WCAG.

Title: **Senior Digital Producer / SEO Specialist**

10/2010 - Present <http://www.AdvanceAutoParts.com> Campbell, CA

Website production, design, graphic design, SEO, Content management, Daily updates to five websites (B2B, B2C, Commercial, corporate, etc.). Doubled organic traffic on DIY site, and worked towards top ranking on our top 100 phrases by search volume. Leadership: Self-managed and developed all current processes for this new ecommerce site. Leads internal SEO team. Programs: IBM WebSphere Commerce, OpenCMS, Dreamweaver, Fireworks. Technology: HTML, DHTML, CSS, XML, Graphic design, JavaScript, e-commerce, W3 Compliance, Section 508 & WCAG.

Title: **Web Content Producer**

4/2007 – 8/2009 <http://www.Altera.com> San Jose, CA

Web Content Producer, Project Management Web production for 1/3 of site, Search Engine Optimization (SEO) for Skills include: Search Engine Optimization, Project Management, HTML / Web Design, Quality assurance and code cleaning. Leadership: Video editing, & optimization. Programs: Dreamweaver CS, Ulead Video Studio. Technology: HTML, Interwoven TeamSite, Project Management.

Title: **Web Content Manager**

4/2005 – 7/2006 <http://www.Xilinx.com> San Jose, CA

Dreamweaver 8.0 Training, Web Content Manager. Responsible for over 16,000 pages on Xilinx.com. Responsible for internal partner web site of over 6,000 pages. All final tier QA, SEO, & training other (50+) users in web and DW8. CSS template creation, 2 internal sites. Skills include: Search Engine Optimization, Project Management, HTML / Web Design, Dreamweaver CSS and Template training and creation. Leadership: Owner of end market sections, all html graphics, etc. Programs: Idiom WorldServer, Dreamweaver 8. Technology: HTML, Project Management, W3C.

Title: **Web Content Producer**

4/2004 – 4/2005 <http://www.Altera.com> San Jose, CA

Interwoven TeamSite TeamSite support for external web site. Web and graphic design, search engine optimization. Quick reference card, weekly (broken) link validation, CSS, and best practices. Created over 100 block diagrams, worked on flash for the home page, second-level graphics

Older Resume Entries:

Title: **TeamSite Content Producer**

12/2003 – 1/2004 [Veritas, Inc.](#) Mt. View, CA

Title: **HTML, UI Design, Web Producer**

2/2002 - 5/2002 [Cisco Systems, Inc.](#) Milpitas, CA

Title: **Flash, HTML, Web Design**

9/2001 - 2/2002 [Indian Motorcycles](#) Gilroy, CA

Title: **HTML Producer Site Maintenance**

12/2000 - 6/2001 [PalmOS, Inc.](#) Santa Clara, CA

Title: **E-commerce Engineer, HTML Coder**

6/2000 - 10/2000 [HealthCentral.com](#) Emeryville, CA

Title: **Sr. HTML Engineer, Web Production**

1/2000 - 6/2000 [Sybase, Inc.](#) Emeryville, CA

Title: **Web Based Training / Instructional Designer, Web Producer**

1/1999 - 1/2000 [TAOS Learning, Web](#) San Jose, CA

Title: **Macromedia Dreamweaver 2.0 Quality Assurance**

6/1998 - 1/1999 [Macromedia, Inc.](#) Redwood Shores, CA

Title: **Sr. Web Designer, Web Producer**

11/1996 - 6/1998 [StudioFX.com](#) San Jose, CA

HTML coder and web designer for ten e-commerce web sites. Established standards for coding, and process document control. Coded: Gumby, Close to home, Underdog, Lone Ranger, Howdy Doody.

EDUCATION: AS in Internet Technology Electronic Commerce Foothill College, spring 2003

CERTIFICATION: Brainbench: Master HTML 3.2, Master Computer Fundamentals, Computer Industry Knowledge, and Master Dreamweaver

ENVIRONMENT: PC: MS DOS 6.22, 3.x, 9x, ME, 2000, NT 4.0, XP. Mac: OS 9/X

BROWSERS: Chrome, Internet Explorer, Netscape, Firefox, Opera, Lynx

PROFESSIONAL SKILLS: Ability to work independently within tight deadlines. Manages multiple projects and clients with a proven track record. Articulate oral and written communication skills. Keen attention to detail oriented work including testing on various platforms and browsers. Proficient in evaluating project challenges, including project management, scoping and scheduling. Works directly with clients, in a professional and pleasant manner. Extremely dedicated to the art of design, including typography and user centered (UI) design. Exceeds expectations and always meets deadlines.

Personal: Native of Mountain View, California. Interested in cars, motorcycles, pinball and matchbox.

SOFTWARE: Dreamweaver 1-*, Photoshop 3-*, Fireworks 1-*, Google Analytics, Web Trends

| SKILLS: | Skill Name | Skill Level | Last Used | Experience |
|---------|------------|--------------|-----------|------------|
| | HTML 5.0 | Expert | Current | 15+ years |
| | CSS 3.0 | Expert | Current | 10+ years |
| | Photoshop | Intermediate | Current | 15+ years |

ADDITIONAL INFORMATION: View a portfolio of URLs, visit: <http://www.frontendtech.com/>