


<p>Summary</p>	<div data-bbox="360 233 695 682" data-label="Image">  </div> <div data-bbox="740 241 1269 394" data-label="Section-Header"> <h1>Mark Fromson</h1> <h2>Web Project Management and Information Architecture</h2> </div> <div data-bbox="740 443 1114 470" data-label="Text"> <p>http://www.fromsonconsulting.com/</p> </div> <div data-bbox="740 495 1138 659" data-label="Text"> <p>Vancouver, BC Canada Phone (206) 965-8191 Cell: (604) 649-7048 Fax: (604) 677-5824 Email: mark@fromsonconsulting.com</p> </div> <div data-bbox="396 747 1511 1339" data-label="List-Group"> <ul style="list-style-type: none"> • 15 years experience in Web site and Internet-based application development. Played roles in over 400 separate projects for over 150 clients in multiple industry verticals. • 13 years experience project managing and account directing medium to large-scale projects. Led multi-disciplinary development teams of 5 - 25 personnel with project budgets up to \$2 Million. • 13 Years experience in e-business strategy consulting, business process analysis and requirements definition • 13 years experience in pre-sales role as prime fulfillment manager. • 13 years experience in online branding and online marketing • 13 years experience in information architecture and user experience • 13 years experience constructing and writing deliverables and documents such as: RFP responses, general proposals, presentations, engagement contracts, strategy decks, gap analysis, project plans, budgets, schedules, risk assessments, style guides, creative briefs, site maps, storyboards and wire-frames, requirements definitions, functional specifications, hosting and maintenance agreements, user manuals, online marketing plans and project post-mortems. • Twice created and implemented company-wide multi-disciplinary development process and methodology • Personally built over 50 corporate Web sites (graphics and front-end scripting). </div>
<p>Education and Training</p>	<p>Certified Scrum Master Scrum Alliance - 2011</p> <p>Certificate in Project Management University of Washington - 1997</p> <p>Master of Science in Communication (GPA 4.0) Illinois State University - 1996</p> <p>Bachelor of Arts The University of Manitoba - 1991</p>
<p>Project Implementation Technologies</p>	<p>Web Servers: Microsoft IIS, Apache, IPlanet, Cold Fusion, Filemaker Server</p> <p>Implementation Technologies: .Net 2.0/C#, Active Server Pages, Java (J2EE Compliancy, Struts, Servlets, EJBs, JSPs), XML, PHP, Microsoft Silverlight, PERL, Flash/Action Script, Ruby on</p>

	<p>Rails, Lasso 3-7, Java-Script, DHTML, HTML, Cold Fusion, Visual Basic</p> <p>Software Packages: thePlatform Media Publishing System, Sitecore CMS, OS Commerce, X-Cart E-Commerce, Mambo CMS, Joomla CMS, ATG Dynamo Application, Personalization and Scenario Server, Eprise Content Management Server, Flash Media Server, Akamai Content Delivery Network, Microsoft Commerce Server, Resin Java Application Server, Macromedia Jrun Java Application Server, ICAT E-Commerce Server, and many message board, chat, multimedia and utilitarian applications</p> <p>Databases: Oracle, Microsoft SQL Server, My SQL, Filemaker Pro 3-7, Microsoft Access, FoxPro</p>
<p>Computer Skills</p>	<p>Advanced Level in Office Software: Microsoft Word, Project, Power Point, Excel</p> <p>Advanced Level in Graphic Design and Front-End Scripting: HTML, CSS, JavaScript, Adobe Photoshop, Adobe Illustrator, Flash</p>
<p>Work Experience</p>	<p>05/03–Present Fromson Consulting Vancouver, B.C.</p> <p>In May of 2003 I formed my own consulting company to offer the following core services: Project Management, User Experience, Information Architecture, Web Design & Development, Business Analysis, and Online Marketing. I've Project Managed and completed the Business Analysis and Information Architecture on projects for: Sony, Adobe, Microsoft, Time Warner, Comcast, CBS, Starbucks, Make A Wish Foundation, Redken, Women's Professional Soccer and Bell Sympatico among many others.</p> <p>I've worked as a sub contractor for the following agencies:</p> <ul style="list-style-type: none"> • www.habaneros.com - Vancouver • www.cypressconsulting.net - Seattle • www.blastradius.com - Vancouver • www.redbricksmedia.com - San Francisco • www.coverallcrew.com - Vancouver • www.onlineguru.com - San Diego • www.peelinteractive.com - Seattle • www.profi.net - Seattle
	<p>04/01–09/02 Blue*Spark Toronto, Ontario</p> <p>One of Toronto's top Interactive firms, BlueSpark focuses on e-business strategy, creative and technology implementations for such clients as Aim Trimark, Sun Microsystems, Government of Ontario, Harlequin Publishing, Rogers Media, GlaxoSmithKline Pharmaceuticals, CHUM, CBC, Canadian Tire and the National Ballet of Canada.</p> <p>Title: Senior Project Manager (Full Time)</p>



	<p>02/00–03/01 NextLeft San Diego, California</p> <p>An Interactive firm with offices in San Diego, Los Angeles and New York City, NextLeft focuses on e-business strategy, creative and technology implementations for such clients as Gateway Computers, Hewlett Packard, Restoration Hardware, Kyocera Wireless, Biocarta, Ted Waitt Family Foundation, PC Magazine, and Fox Sports.</p> <p>Title: Senior Account Director (Full Time)</p>
	<p>04/97–01/00 USWeb/CKS Seattle, Washington</p> <p>USWeb/CKS was in the year 2000 the world’s largest publicly traded internet development company, with 10,000 employees and over 90 offices worldwide (changed company name to MarchFirst in 2000). I was among the first 150 employees of USWeb in 1997 as my previous company Cosmix was purchased to become its fourth office location. Our Seattle branch was known as a flagship office, with heavy ties to Microsoft and a staff of over 140 people at its peak.</p> <p>Title: Associate Consultant (Full-Time)</p> <p>Titles: Project Coordinator / Interactive Producer (Full-Time)</p> <p>Title: Maintenance Manager and Web Developer (Full-Time)</p>
	<p>06/96–04/97 Cosmix Web Design Seattle, Washington</p> <p>Cosmix Web Design was one of Seattle’s first internet development companies, founded in 1995. Cosmix was purchased in 1997 and became the fourth office of USWeb Corporation.</p> <p>Title: HTML Programmer (Web Developer) Full Time</p>