

Ran Mano

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QUALIFICATIONS

Seasoned web developer with more than 12 years of diverse web development and information architecture experience. Proficient in HTML, XHTML, CSS, JavaScript, Perl, PHP, Content Management Systems and analytics. Skills include:

- Email and SMS marketing: Lyris, Constant Contact, Mobile Storm.
- Digital and print design: Photoshop, Illustrator, Dreamweaver, Flash and Fireworks.
- Professional video editing: FinalCut Pro, DVD Studio Pro and Flash for web delivery.
- Digital photography, web/print optimization and color correction.
- Office applications: Microsoft Word, Excel, PowerPoint, Access and Open Office Suite.
- Excellent verbal, written and interpersonal skills.
- Strong analytical skills.
- Organized and detail oriented.

EMPLOYMENT

Managing Partner / Founder

Mano Interactive, St. Louis, MO, March 2006 – present

- Created successful web and media agency, specializing in small firms.
- Developed, retained and managed more than two dozen clients.
- Took 14 web sites from concept to execution.
- Enhanced client profitability using email marketing, analytical tools and SEO.
- Successfully introduced e-commerce to four organizations, creating new revenue streams.

Web Manager

Jewish Federation of St. Louis, St. Louis, MO, December 2004–March 2006

- Conceived and implemented a comprehensive community portal, jewishinstlouis.org.
- Created and maintained site architecture and content streams.
- Developed and implemented marketing campaign that resulted in 40% traffic growth.
- Established working relationships with more than 100 organizations to both generate content and promote site.
- Wrote and published weekly e-newsletter that increased both traffic and returning visitors.

New Media Director / Video Editor

Schwartz & Associates Creative, St. Louis, MO, February 2001–July 2004

- Produced high-impact, content-driven web sites for institutional and corporate clients.
- Logged and edited a series of nationally distributed children's videos.
- Repurposed and edited archival footage into new web content.
- Built and maintained a mixed office network and a video editing suite.

New Media Director

Ask Jeeves [The Evergreen Project], St. Louis, MO, September 1999–January 2001

- Managed multiple projects, including new flagship domain, ajschools.com.
- Led a group of 11 developers and writers.
- Technical liaison between branch office and corporate headquarters.
- Created and oversaw implementation of master HTML templates.
- Installed and administered a mixed office network consisting of over 20 clients and four servers.

Information Technology Consultant—assigned to SBC Communications

Source Consulting, St. Louis, MO, February 1999–September 1999

- Maintained and redesigned a comprehensive intranet used by team members in four states with sample code, documentation, and status updates.
- Wrote three technical manuals. Responsible for content, cohesion, layout and distribution.
- Created daily, weekly and monthly middleware reports for state agencies and the FCC. Updated Visual Basic programs used to create those reports.
- Coordinated with software developers, web teams and mainframe administrators to improve team efficiency.

New Media Designer

The Evergreen Project, St. Louis, MO, December 1995–February 1999

- Sole interactive developer at a small start-up educational company.
- Helped develop a diversification strategy into web and multimedia.
- Created an expansive educational web site for the Missouri Botanical Garden which won an international award from Cable & Wireless.
- Produced more than 15 CD-ROM titles sold to schools nation-wide.

EDUCATION

Washington University in St. Louis, St. Louis, MO, 1992–1995

Bachelor of Arts, History & Economics—May 1995

- Completed degree in three years.
- Wrote and edited for *The Ripple*, a political journal. Created web version in 1994.

PERSONAL INFORMATION

- Elected to Metropolis St. Louis Executive Board as Fundraising Chair, July 2000 and January 2001.
- Coordinator of The Build, Metropolis' alliance with Habitat for Humanity, 2000 - 2001.
- Donated DJ services to non-profits such as the Contemporary Art Museum St. Louis, Connect with St. Louis and River City Professionals, 2004 – Present.
- Produced a live storytelling event for *Heeb Magazine* at a local concert venue.
- Conversant in Hebrew.