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# CIARAN P FOLEY

## SKILLS

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- HTML
- ASP/ASP.NET
- CSS
- Ruby on Rails
- Flash
- IIS
- Omniture
- CMS Utilities
- SQL / MySQL
- Photoshop / Fireworks
- JavaScript
- Usability Testing
- Project Management
- Analytics
- Interwoven Teamsite

## PROFESSIONAL EXPERIENCE

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Sept 2006– Present    Accenture    Greenwich, CT  
Site Manager – Sub-Contract via Murphy & Co.

- Managed content across accenture.com and their multiple country specific websites.
- Assigned tasks among team members in Greenwich, CT and China

Created new sections and editions of various Accenture online properties.

Collaborated with Accenture employees worldwide to gather assets and launch new features.

June 2006– Sept. 2006    A&E Networks    Stamford, CT  
Web Designer – Contract.

Redesigned and recoded multiple website for both A&E and The History Channel in CSS and HTML.

The History Channel:

- Designed and coded multiple show specific web sites for site redesign using CSS for table-less design.
- Gathered multimedia assets for inclusion in redesigned web sites.

A&E TV:

- Redesigned minisites for specific shows new series using HTML and CSS.

May 2006– June 2006 Directv New York, NY  
Web Designer – Contract.

- Designed local and external advertising banners and landing pages in CSS and HTML.
- Coded, troubleshot and designed email newsletters and prospect customer sales emails.

Aug. 2005 – May 2006 Sony Park Ridge, NJ  
Web Designer – Contract.

- Designed, programmed and maintained product specific mini-sites.
- Recommended and implemented CSS standards for new site designs.
- Meet with internal clients to identify and fulfill online advertising needs.
- Designed and launched online advertising campaigns.
- Created sales and informational emails using Sony guidelines.
- Analyzed and explained web traffic statistics to internal clients.
- Managed, updated and maintained content on sony.com/professional through Content Management Tool.

Jan. 2005 – Aug 2005 CMP New York, NY  
Database Marketing - Contract

- Managed email campaigns for Call Centers.
- Maintained email address resources.
- Updated and maintained websites and intranet.
- Identified bottlenecks and breaking points in existing processes and identified remedies.
- Calculated ROI based on cost of emails sent versus income generated.

Oct. 2003 – Jan 2005 illmagination studios New York,  
New Media Director/ Web Producer

- Clients: Badcock & More, Equilend, Expanded Access, Noospherics.

- Managed Client relations and direct all aspects of Web Production and ensure all client projects are completed in a timely manner and under budget.
- Identified, arranged and managed outsourcing needs.
- Identified new technologies and expanded service offerings.
- Conducted competitive analysis studies and recommendations for clients and run usability testing seminars to examine and identify possible problems and/or bottlenecks.
- Mentored clients to insure smooth handover upon project completion.
- Developed backend tools to ensure smooth workflow amongst employees and outsourced partners regardless of location.

Oct. 2002 – Sept. 2003      Micro Warehouse / CDW      CT  
 Art Director/ Web Producer

Coded all HTML and CSS for Static and Dynamic areas of warehouse.com and Micro Warehouse Inc.'s Intranet redesigns based off Photoshop mockups. Liased with Development team in NJ offices and Freelance Developers in Turkey to ensure that all design and functionality standards were strictly abided by. Once developed, managed 75% of the content on Intranet and 90% of content on warehouse.com.

Streamlined the content deployment tool to ensure current and accurate products and promotions were advertised on all warehouse.com homepages.

Managed the process of bi-weekly advertising updates to all of the Consumer, Government, Education and Corporate segments for the Micro, Mac, Data Comm and Mobile catalogs.

Worked closely with Broadcast Email Manager and Web Design team to produce all HTML for the PC Business, PC Consumer, Mac and Data Comm weekly broadcast emails.

Created cross-browser/platform, scalable promotional pages showcasing product information offers and promotions for Micro warehouse Inc.'s manufacturers.

2001 - 2002      Freelance      Larchmont, NY  
 Freelance Web Designer

Retained by diverse collection of clients to create original art and graphic layout of web sites. Incorporate interactive elements and e-commerce initiatives; perform technical coding, review and testing; and work closely with senior executives to conceptualize, design and launch Internet sites furthering company goals.

Sample Clients & results:

- Coombe Pharmacy – Redesigned clients Internet site to provide e-commerce focus. Developed integrated product database and “shopping cart” and met aggressive 2 week project timeline.
- Cara Miller – Created clients first ever “brochure” website and won contract to update site to fully functioning e-commerce site. Surpassed clients’ expectations while keeping project extremely under budget. Finished e-commerce portion of site 2 weeks earlier than required.

## EDUCATION

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1997 - 2001 Manhattanville College Purchase, NY  
Bachelors Sociology.

## REFERENCES

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Krista KcDermot	The History Channel	Phone Upon Request
Cara Miller	Caramillerdesigns	Phone Upon Request
Angela Chan	Sony Electronics	Phone Upon Request
Robert Budnik	Micro Warehouse	Phone Upon Request

## PORTOLIO

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[www.accenture.com](http://www.accenture.com)

[www.history.com](http://www.history.com)

[www.aetn.com/flipthishouse](http://www.aetn.com/flipthishouse)

[www.sony.com/professional](http://www.sony.com/professional)

[www.sony.com/cinealta](http://www.sony.com/cinealta)

[www.sony.com/hdv](http://www.sony.com/hdv)

[www.sony.com/anycast](http://www.sony.com/anycast)

[www.illmagination.com](http://www.illmagination.com)

[www.badcock.com](http://www.badcock.com)

Full portfolio available at [www.ciaranfoley.com](http://www.ciaranfoley.com)

