



## EDUCATION

### The University of North Carolina at Chapel Hill

Bachelor of Arts, School of Journalism and  
Mass Communication  
Graduated December 2002

### The University of North Carolina Wilmington

MBA, Cameron School of Business  
Graduated May 2008  
Member: Beta Gamma Sigma  
Norman Kaylor Outstanding MBA Student

## TECHNICAL SKILLS

Adobe Creative Suite  
HTML/PHP/MySQL Development  
Google Adwords/Search Engine Optimization  
Windows/Mac/Linux Server Administration  
Nortel BCM PBX Administration  
Microsoft Office Suite

## CERTIFICATION

Lexis Nexis Time Matters Administrator

## FREELANCE CLIENT LIST

Susan Orenstein, MD	Cary, NC
Quality Boat Rentals	Marathon, FL
Brush Dental Care	Wilmington, NC
Library Nightclub	Chapel Hill, NC
Sirens Lounge	Durham, NC
Cape Fear Volunteer Center*	Wilmington, NC
World Music Central*	Durham, NC
Anson Historical Society*	Wadesboro, NC

\*Volunteer

## EMPLOYMENT

### Reporter, Greater Wilmington Business Journal

2007 to present

- Write monthly column covering technology issues

### Graduate Assistant, Small Business Technology

#### Development Center (SBTDC)

2007 to 2008

- Part-time business counselor as part of MBA program
- Provide marketing, operations and financial counseling to small businesses
- Redesigned SBTDC website and online marketing

### Communications Director, Poisson, Poisson & Bower PLLC

2004 to present

- Directed firm marketing and community service events
- Developed firm brand including new logo, marketing materials and website
- Updated office technology including:
  - Completely redesigned CRM implementation
  - Designed custom dictation management software
  - Replaced all IT infrastructure including servers, desktops and backup systems
  - Coordinated staff technology training seminars

### Freelance Developer/Designer

2003 to present

- Provide branding, design and marketing services

### Developer, Commerciality Inc.

2002-2003

- Developed beta version of a web based knowledge management application
- Administered development servers

### CTO/Founder, ListStream Inc.

2000-2002

- Founded company to manage Real Estate Multiple Listing Service (MLS) information
- Grew company to serve eight markets and 130 REALTORS and brokerages, with thirteen employees
- Managed four person software development team

### Programmer/Founder, dot.Ventures Inc.

1998-2000

- Developed network of online rental real estate directories
- Grew company to serve ten real estate markets
- Sold share to the original investor, company continues to exist today