

# Brian Wold

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## Web Site Manager

Web Site Management • Strategic Planning • Usability  
Writing/Editing • Project Management

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### Experience

**3/2005 - Present**

**Owner & Consultant**

**[Brian Wold Consulting](#)**

**Los Angeles, CA**

Established full-service consulting firm specializing in user-focused, effective Web sites. Provided advanced consulting on e-commerce, Web strategy, integrating advanced functions and usability; offered training and presentation services; handled basic services such as domain naming, site setup, designs and redesigns, Web site reviews.

**5/2001- 3/2005**

**Web Administrator**

**[Loyola Law School](#)**

**Los Angeles, CA**

Managed all site design and content creation for up to 15 static and dynamic Web sites – representing thousands of pages of content and millions of page requests per year.

- Coordinated hundreds of publishing projects per year.
- Oversaw site design and publishing standards for multiple sites, including coordinating efforts of several dozen content publishers.
- Developed effective site maintenance techniques and policies to keep content accurate and useful.
- Designed usable layout of new Web-based class registration system.
- Presented at regional and national conferences on cutting-edge Web techniques.
- In partnership with programmers, designed and implemented online admissions applications, event schedulers, electronic campus newsletter, and other electronic forms.
- Designed and implemented Alumni Web Community, including electronic commerce.
- Reviewed and recommended CMS products for distributed Web publishing and central site management, including creation and distribution of templates. Coordinated efforts of up to 25 content producers. Participated in training and support.
- Monitored and reported site traffic, demographics and visitor profiles.
- Received and forwarded or answered general customer requests.
- Consulted with internal departments on the use of Web technology for service improvements.

**11/2000 – 5/2001**

**Consultant**

**[www.brianwold.com](http://www.brianwold.com)**

**Burbank, CA**

As a strategic Internet consultant, provided user-focused design, writing and strategic planning solutions. Projects included:

- Usability testing of a new job application system that will help deliver an easier-to-use interface and increase user satisfaction.
- Site redesign based on strategic alignment with business goals.
- Web-oriented writing and editing to maximize impact.
- Creative advertising campaigns for Web, e-mail and print delivery.

- Strategic consulting for businesses considering initial Web ventures as well as redesigns and enhancements.

Consistently provided high-value solutions in tight timelines. Developed strong business relationships.

**2/1996 - 10/2000**

**Web Coordinator / Manager**

**City of Minneapolis**

**Minneapolis, MN**

Managed and coordinated all facets of the Web operations for the City of Minneapolis -- including dynamic, information-driven Web sites. Responsible for both the public Web site and the employee Intranet.

Created the City's public Web presence in 1995 ([www.ci.minneapolis.mn.us](http://www.ci.minneapolis.mn.us)). The site grew rapidly and featured more than 1,500 pages of content and several interactive applications. Annual site traffic was in excess of two million page requests.

- Led a multi-agency initiative to align the initial Web site with City goals.
- Directed the site design and information architecture. Managed redesign projects.
- Wrote policy and standards documents for both site growth and employee use of the Internet and e-mail.
- As the site grew, became an internal consultant to assist departments in understanding the use of Internet technology to deliver information and services.
- Managed and coordinated hundreds of Web development projects, including design and programming, legacy data connectivity and streaming video and audio.
- Specialized in aligning Internet planning with strategic business models.
- Set up tracking systems to monitor and report on site traffic and user experiences.
- Managed installation of site management tools including administrative interfaces for on-the-fly content publishing.
- Provided training and support for content producers in key service areas.
- Handled Web-related customer service via e-mail and phone calls.
- Advised executives on strategic vision that included Internet service delivery. Advocated for use of Internet technologies to deliver application functionality.
- Researched and advised on use of emerging technologies including ASP outsourcing, site management tools, search engines, use of Flash and other proprietary tools.
- Created and delivered presentations on Internet strategy, IT architecture, Internet architecture, ROI and related topics.
- Wrote and delivered technical documents including help files and user manuals.
- Handled media relations and advertising campaigns related to the Web site.
- Designed advertising and other promotional items.
- Provided quality control and troubleshooting assistance for all facets of site including content and applications.
- Consulted in technical projects such as e-mail, network security, firewalls, enterprise backups, server redundancy, scalability, personalization and customization.
- Specialized in usability and user-focused design – including rapid prototyping, user testing and heuristics.
- Managed staff of four permanent and contract employees. Coordinated and managed project staffs of up to fifteen.

Created the City's employee Intranet in 1999 (*insite minneapolis*). The site was developed around a central control/local development model and grew to include thousands of documents and interactive applications. For many employees, it became the central source for day-to-day job information.

- Coordinated pilot content and applications.
- Managed design and information architecture projects.
- Recruited teams of content producers from key departments and coordinated training.

- Developed and delivered informative presentations on the role of the Intranet, its relationship to e-mail and the public Web site, use of metadata to support the information architecture and other topics.
  - Wrote internal documents and designed promotional flyers related to the Intranet.
- Provided quality control and troubleshooting assistance for all facets of site including content and applications.

Excelled at juggling multiple priorities, advocating for sweeping vision in a highly politicized environment, and organizing and motivating teams. Also excelled at distilling complex technologies into understandable common language.

**2/1992 - 2/1996**

**Public Information Assistant**

**City of Minneapolis**

**Minneapolis, MN**

As a specialist in public relations and communication, provided support for a variety of City initiatives.

- Designed, edited and wrote copy for a wide variety of publications, including the employee newsletter, flyers, posters, mailings, postcards, and annual reports.
- Handled media relations including coordinating PR campaigns; arranging and managing news conferences; and writing and editing news releases, alerts, public service announcements, advertisements and other communications.
- Wrote speeches and developed presentations.
- Shot photojournalistic content for publication.
- Planned and organized special events including promotional campaigns with six-figure budgets.
- Coordinated desktop publishing and printing on both Mac and PC platforms. Worked with web and offset printers on projects from one to four colors.

Excelled at handling many large and small projects.

**2/1992 - 2/1996**

**Film, Video & Recording Assistant**

**City of Minneapolis**

**Minneapolis, MN**

Provided support to the film community in their dealings with local government.

- Coordinated acquisition of permits for filming on public grounds.
- Facilitated location scouting for movies such as *The Mighty Ducks*, *Little Big League* and *Trauma* as well as commercials, still photography and music videos.
- Provided crucial communications with the affected public concerning film activity.
- Assisted local associations with events, lobbying, advertising and other communications.

**8/1989 - 8/1991**

**English Teacher / Head Volleyball Coach**

**LeRoy-Ostrander Public Schools**

**LeRoy, MN**

Taught high school English, including speech and creative writing. Coached successful volleyball program, including recruiting, training and managing other coaches.

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## Education and Skills

### College

1985 - 1989

Saint Olaf College

Northfield, MN

BA English Education/Coaching/Writing (cum laude, GPA 3.3, Major GPA 3.6)

Four-year starter on intercollegiate volleyball team. Active in campus life as member of Alpha Phi Omega service fraternity, vocalist in choirs, actor in stage productions, and competitor in intramural sports.

### Computer Expertise

- Proficient in Internet delivery protocols and tools -- HTML, DHTML, Dreamweaver, Contribute, Apache, IIS, FrontPage, Acrobat, Internet Explorer, Netscape, SiteServer, Ultraseek search, WebTrends.
- Experienced with MS Office: Word, PowerPoint, Excel, Access, Exchange, PhotoDraw, Publisher.
- Skilled with Photoshop, Illustrator, Fireworks, Paint Shop Pro, CorelDRAW, PageMaker, and Quark XPress.
- Knowledgeable with networks, servers, firewalls, security, e-commerce, databases, scripting languages such as ASP, PHP and JavaScript.

Able to master new technology quickly and easily.

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## Web Site Portfolio

- Loyola Law School  
<http://www.lls.edu>
- Loyola Law School Intranet  
<http://intranet.lls.edu>
- Casting About  
<http://www.castingabout.com>
- Good Times L.A.  
<http://www.goodtimes-la.com>  
(Designer)
- Design Tech Consulting  
<http://www.d-t-c.com>  
(Writer/Strategic Consultant)
- City of Minneapolis Public Web site  
<http://www.ci.minneapolis.mn.us>
- City of Minneapolis Intranet (*insite minneapolis*)
- Allina Health Systems  
<http://www.allina.com>  
(Writer/Strategic Consultant)

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## References

Available on request