

# Chris Bagley

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## Web Content Developer

I am currently seeking a permanent or contract role as a Web Content Developer. My ten years of professional, verifiable experience include:

- Strong copy writing
- Wide range of content types
- Significant roles in large corporate projects
- Excellent liaising – clients, developers and vendors
- Large enterprise websites
- Strong knowledge and aptitude with web technologies
- Prioritizing and delivering multiple tasks on time
- Exceptional customer service

### Technical Proficiency:

Certified HTML and JavaScript Developer, CSS, Adobe Dreamweaver, Fireworks, DoubleClick DART for Publishers, Documentum, Microsoft Office; Content development within XML, JSP, PHP, (not application development)

## Professional Experience

SITA August 2011–Present

### Digital Marketing Consultant

Audited intranet to advise for improvements to content, information architecture, usability and SEO; Developed and updated content for internal and external sites; Supported digital marketing campaigns; Published press releases and sent all-staff email

Virtual Pinpoint (self employment) April 2010–July 2011

### Proprietor

Received opportunities for free-lance work after the FamilyNet sale and eventually formed Virtual Pinpoint LLC to develop small business and ministry websites; Obtained 100% client-satisfaction

#### Key accomplishments:

- Developed business website to market and distinguish services
- Developed full sites and participated in projects for multiple clients
- Created fully functional e-commerce sites

FamilyNet Television May 2008–November 2009

### Web Content Developer

Used Adobe Dreamweaver and Kintera CMS to create and maintain various show schedules, guest profiles, recipes and other content along with their associated images and style sheets; Utilized third party video management system to produce and embed online video segments; Established and managed website advertising

#### Key accomplishments:

- Rebuilt and transitioned site from CMS to reduce cost by \$84,000 annually and save over 30% in maintenance labor
- Recommended new show schedule procedure that reduced maintenance time by over 50%
- Laid the foundation for advertising revenue by utilizing CSS to create a two column content area
- Set up, implemented and managed advertising banners with Google Ad Manager and AdSense
- Assumed a leading role by providing technical solutions for design implementation

## Professional Experience, Continued

Delta Air Lines July 2004–August 2007

### Web Content Developer

Collaborated with various stakeholders to create, maintain and manage marketing offers, advertising and large volumes of content utilizing Documentum based CMS, Dreamweaver and DoubleClick DART for Publishers while meeting stringent style guide requirements, casual writing style, and grammatical accuracy following the Chicago Manual of Style

*Key accomplishments:*

- Implemented interactive route map that resulted in increased accuracy, competitive advantage, improved customer experience and increased productivity
- Provided business requirements and direction to developers to transition Inflight Entertainment to an XML solution that separated data from design to improve efficiency in monthly updates
- Collaborated with Delta's design agency in the development, implementation and maintenance of a Flash-based destination promotion called Travel Getaways to generate incremental revenue
- Participated in delta.com redesign which advanced site to XHTML compliance, CSS layout, and XML based navigation

Delta Air Lines March 2003–June 2004

### Coordinator – Corporate Data Solutions

Corporate Data Solutions (CDS) is the system that manages Delta's corporate contracts and associated sales data. Oversaw all user support issues and worked on various projects as needed in support of product; Maintained and updated all corporate leisure program Web pages on delta.com via CMS and Dreamweaver

*Key accomplishment:*

- Designed and implemented intranet site and branded email news to inform national sales force and provide important documents in central location to free sales time for revenue generating activity

Delta Air Lines February 2002–March 2003

### Sales Staff Assistant – Inside Sales

Supported Sales Manager in routine administrative duties of regional sales territory for southeastern states; Accessed, analyzed and recorded revenue and other sales data from various types of software applications

*Key accomplishments:*

- Redesigned departmental intranet for maximum utilization by sales staff resulting in reduced administrative time for additional revenue generation
- Designed intranet site for Sales Staff Assistants to standardize procedures and centrally locate job tools to reduce labor time
- Built interactive databases with Microsoft Access to enhance departmental efficiency and provide sales data analysis to maximize revenue

Please see [www.chrisbagley.net](http://www.chrisbagley.net) for additional details, recognition, awards and letters.