

Gina Hansen



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OBJECTIVE: Interested in developing jobs in IT support and communication, technical writing & documentation, design, programming, information architecture, instructional design, training, sales & management, media, journalism, or new start-up ventures.

TECHNICAL SUMMARY

WEB & APPLICATION DEVELOPMENT : Web design, content production, site maintenance, web hosting & domain acquisition, online recordkeeping & database design, photography & graphic design, newsletters, audio & sound production, video production & live recording, P2P coaching, athletic training, public education training & educational leadership.

SPECIALTIES: Copy and Video Editing Skills, Technical Writing & Attention to Detail + Information Architecture + Coaching & Instructional Design + Organization & Project Management + Leadership + Sales + Futures Based Objectives Planning + Excellent Written & Verbal Communication Skills

PROGRAMMING : FTP, XML, HTML, **CSS, PHP**, WYSIWYG tool development, **Action Scripting 2.0 & 3.0, JavaScript** & some basic Java, C++, MySQL and other online **database management systems**

SOFTWARE : Adobe **Flash**, Dreamweaver, **Captivate, Connect**, Illustrator, **After Effects, In Design**, Acrobat Professional or Premiere + **Final Cut Pro** + iMovie + **Pro Tools 7 + Logic** + Reason + Audition + Audacity + **Soundtrack Pro** + Garageband + **Microsoft Office** including Visio, Access & .net + Mac or Windows OS + Blackboard / Moodle + Mantis + Zend

ADDITIONAL FLASH DEVELOPER SKILLS : animations (though I prefer to use After Effects for more detailed animating) + using if **functions** + working with **MovieClip components** + creating user input **forms** + creating shared **objects** + work with **strings** and **classes**

PROFESSIONAL EXPERIENCE

Yahoo!

Contractor: Technical Writer

Created IT Support and Communication Documents

04/08 – 05/08

Team Size: 4+

- Responsible for writing internal communication and support documents.
- Created How-To documents, email / memorandums, step-by-step online documentation on how to use technical equipment and resources, etc.
- Designed inner company newsletters, email and memorandums.
- Responsible for support documentation reorganization & information architecture overhaul of internal support site.

AT&T

QA Contractor: Project Manager, Instr. Designer

Created self-paced e-learning courses.

Assisted in SAP Learning Management Upgrade

09/07 – 04/08

Team: 6 – 25+

Team: 30

- Created multiple scene courses in which users could progress through the material at their own pace.
- Multiple check-your-knowledge quizzes were available along the way before the final SCORM reported test, which was sent off to employee servers to track employee Human Resource records. Some courses took a month to build and others were long-term projects, requiring regular meetings and client feedback or instruction.
- Assisted with converting old **Action Script 2.0** dependent courses to **AS 3.0**.

Software: **Dreamweaver, Photoshop**, Captivate, meeting manager in Adobe Connect, **Flash**, Notepad, Adobe Professional, Word, Excel, PowerPoint, HTML, **CSS, Dynamic HTML, JavaScript** & company proprietary software & proprietary debugger.

Specific tasks included:

- Worked with **Action Scripting** to create scrolling, various button states, moving text and other animations
- Created **Action Script 2.0** quizzes
- Created **JavaScript** animations
- Added sound or video or importing other forms of media, (i.e. imported Captivate SWFs into projects)
- **SCORM** LMS reporting from e-learning shell to SAP system (sent off data to servers for record-keeping)
- Collaboration considering the fasted methodologies for upgrading current courses
- Strong **project management communication skills** including **identifying objectives** & creating creative solutions
- Compatibility **Action Script 2.0** and **AS 3.0** upgrades
- **QA Flash Error reporting and solution finding**

Infolane

07/07 – 09/07

Developer, Programmer, Office Manager

Team: 5

Website production & updating for local cities & non-profits

- **CSS, HTML, PHP, XML** web programming.
- Monitored the Client Help Desk and provided updates.
- Created **online ads, logos** and **graphics** using Photoshop, Illustrator and other design tools.
- Web content production and page editing.
- Billing and invoicing.
- Some basic **project management, collaboration** and weekly status reporting.
- Used **Action Scripting** to **embed video for on-demand business training**.

LeapFrog

06/98 – 09/98

Instructional Design Intern

Team: 3

Internal and External Software Training Team Development

- Rapid development for immediate presentation.
- Evaluated and updated training procedures for both internal and multi-lingual external LeapFrog cartridge developers, world-wide.
- Wrote and edited training materials.
- Prepared computer lab, electronic materials and audio.
- Filmed and critiqued presentations for future improvements and upgrades.
- Created presentation materials and handouts for Subject Matter Experts working with audio **file size, conversion** and **bit rates**.

Pacific Lutheran

06/97 – 08/99

Presentation & Web Site Creator

Team: 3

Assisted the Hazards, Safety and Environmental Awareness Director at the College

- Created websites, power point presentations, brochures and other self-paced learning tools to education university employees about safety and hazardous materials on campus.
- Maintained the current record-keeping and available MSDS datasheets for all chemicals from the Science and Chemistry departments should an emergency or unfortunate accident ever befall a campus student or employee.

MicroPowerPlus

04/08 – 09/98

Content & Application Developer

Team: 3

Online City Yellow Pages development

- Helped generate an online advertising & Yellow Pages directory for the City of Puyallup, WA.
- Assisted with editing and proofreading functions, data verification, and advertising. Programming was done in **HTML** and **JavaScript**.

OTHER RELATED EXPERIENCES

Public Schools

Department Chair, Teacher

Served as Chair. Taught & advised many subjects

01/01 – 06/06

Team: 4 – 60

- **Department Chair / Subject Matter Expert:** promoting the school vision, allocating spending, encouraging adults during sometimes harrowing situations, leading by example
- Internal leadership development
- Adviser and coach of many student groups and new student teachers
- Strong attention to detail with creation of regular public relations materials to promote growth & learning
- Conflict resolution & peer mediation with excellent listening & collaboration skills!
- Excellent client-end-user relations via email and through maintained current class and school-wide website, using any software available (albeit FrontPage 2000, Word, Dreamweaver, Flash or simply **HTML**).
Action Script 2.0 animations used in creation of

Research Robot tool. Led student groups at state contests, such as acting as a judge at the state-wide Journalism writing contests (WJEA) or at the state track meet

- Talent acquisition and development
- Worked with *Stanford Studies 4 Success* to evaluate & create a national standard for HS exit exams
- Taught multiple subjects including Business, Journalism, a **daily student news show including video encoding**, Media Ethics, Newspaper Layout & Design including designing a new student-run **PHP-based news site**, Music, Computer Applications, English, Saturday School & History
- Strong written & verbal communications with **clear objective identification & creative approaches**.
- Taught **HTML** & reading to low-level, at risk youth

Sports Authority

Inside Sales Representative

Sold and advised clients of which shoes, apparel or equipment to purchase

06/96 – 10/96

Team: 6 – 50

Specifics & Skills: *.* **Employee of the Month** in only my second month of work. **Great client rapport!**

Vector Marketing

Advanced Sales Representative

Outside sales

09/98 – 03/97

Team: 1 – 30

Specifics & Skills: Created and sold kitchen and hunting solutions based on my own appointment setting. This job really showed me if I could sink or swim in sales.

Gina Hansen Consulting Manager & Team Leader

Application, Site Development, Company Branding & Promotions

09/90–present

Team: 1 – 25

Client-Specific Tool Examples:

- Created video or audio **skins** independent filmmakers & musicians
- Basic informational **User Interfaces** and sites
- More advanced **Action Scripted** websites that include user interactivity incl forms, timing audio + movement, submitting quiz results, etc.

- **Action Script 2.0 and 3.0** used to deploy **actions** and return data per client request.
- Additional forms of programming include **HTML**, **XML**, **CSS**, **PHP**, **JavaScript**, some java, **online db management systems** (some MySQL)

Software: Dreamweaver, Photoshop, Flash, Illustrator, Pro Tools, Reason, Final Cut Pro, iMovie, & In Design

ADDITIONAL LEADERSHIP EXPERIENCES & ACCOMPLISHMENTS

2008 - Group Moderator for ISAN & PLU Alumni Groups on LinkedIn

2008 - Contributing writer to the *Veljeysviesti* newsletter for Berkeley Finnish Lodge #21 as well as *The 21*

2007 – Adobe Beta Tester *Dreamweaver CS4* - Includes trying out the new software and suggesting areas of improvement for future software releases. Currently in production. Beta Version just released from Adobe Labs. Official release date: TBA.

2007 - Podcast Release Documentary: *Choices?* Includes interviews / stories from inner city Oakland teens, who have stayed off the streets through community & non-profit-based, music technology resources. **Duties included: script writing, project management, allocation of materials, directing, filming, location sound, appointment setting and shoot location preparations. Software included: Illustrator, Photoshop, Final Cut Pro, Pro Tools, Soundtrack Pro. Release: TBA. Team leader of 3-man team.**

2007 - Film Release *Short Film: Coffee?* Worked with a **six-man team** to create a short comedic film. Spent time directing, working the **boom microphone** and with **on-location sound. Serious video editing, encoding and post-production sound work** including **voiceovers, sound effects, creating soundtracks, mixing** and creating the final bounce. **Software included: Illustrator, Photoshop, Final Cut Pro, Pro Tools, Soundtrack Pro.** Released: 08.04.07

2006 - West Coast Conference Delegate, United Finnish Kaleva Brothers & Sisters. Presented ideas to encourage greater lodge involvement for the future. Conceptual website idea proposed to reach more readers, youth and address declining membership.

2006 - Editor, Webmaster, Veljeysviesti Online: maintain an ongoing website to help connect Finnish immigrants and their descendents with their roots. **Database** created using **PHP.**

2004 - Proposal Writer, Videographer, Berkeley Women's Cancer Resource Center. Proposed a solution to help prevent Lymphadema in post-mastectomy cancer patients through post-surgical instructional video. Included **video editing, directing, technical writing, proposal writing, script writing and strong project management** for group approvals. **Software included: Illustrator, Photoshop & Pinnacle.**

2002 - Evaluator, Standards 4 Success Stanford University study to compare & determine quality of state exit exams, nationally.

2000 - Webmaster, Washington Association of Partners in Education: Created and maintained a website encouraging elderly community members to get involved with the youth in today's schools in Washington State.

EDUCATION

BS 2007: Technical classes completed in Film & Sound Design Engineering: Ex'pression College For Digital Arts: Emeryville, CA

MA 2005: Education: Instructional Technology & Design: San Francisco State University: San Francisco, CA

BA 2000: Education / Communication: Journalism: Pacific Lutheran University: Tacoma, WA
