

CLAUDIA MORGAN

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SUMMARY

- Innovative web professional with over ten years of web content and design experience.
- Experienced in both technical and academic setting, bringing extensive set of both hard and soft skills to any organization
- Pro-active self-starter with track record of initiative, personal responsibility, ownership of work and reputation for removing obstacles and making things happen.
- Able to think critically and creatively to solve complex problems.
- Successful in a broad range of industries and positions.

TECHNICAL SKILLS

- Internet Technologies: HTML, XHTML, CSS
- Web Tools: Adobe Creative Suite (Dreamweaver, Fireworks, Photoshop, Flash) CSE HTML and CSS Validator, Firefox Firebug, various FTP clients, etc.
- Application Software: Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), Adobe Acrobat Professional (PDF), Microsoft Visio, etc.
- LMS/CMS: Prometheus, Moodle, Interwoven Teamsite, SharePoint, Wordpress, Joomla, some Drupal
- Previous experience with both IIS and Apache servers

PROFESSIONAL EXPERIENCE

Kaiser Permanente, Oakland CA

April 2009 – December 2009

Performance Support Web Content Manager, Health Plan Institute

Responsible for content and operations of the @HPI intranet for Kaiser Permanente's Health Plan customer-facing staff in Marketing, Sales, Service and Administration (MSSA). The website contained over 5,000 web pages and 8,000 downloadable documents that were continually updated to respond to market and customer needs. HPI was restructured for 2010 and my position was one of many eliminated.

- Increased web traffic by 10% through regular consultations with executives and key stakeholders to improve user experience, remove "stale" content, and provide "just in time" information.
- Supervised online content developers including hiring, coaching and all performance management functions.
- Researched, implemented and documented web standards for inserting interactive multimedia into web content.
- Tracked website performance through analytics and provided monthly reports to executive-level management
- Directed branding efforts to provide consistent standards, authoring a new web style guide with usage guidelines, templates, tools, and suggestions for consistency.
- Provided technical and content customer support by phone and email.

UC Office of the President, Oakland, CA

December 2006 – April 2009

Web & Multimedia Manager, Human Resources & Benefits

- Redesigned and maintained six websites dedicated to human resources and benefits functions and issues, including [At Your Service](#), which receives nine million visits a year by UC staff, faculty, and retirees.
- Trained department staff in web production and content development. Assigned duties to staff on a daily basis, supervised their work product, and make recommendations where needed.
- Implemented best practices for the web team, including the creation of a mirrored development server, unique logon identities, and the ability to track content change.

UC Berkeley Extension, Berkeley, CA

July 1999 – July 2006

Senior Academic Director, Online Programs July 2001 – July 2006

Online portfolio contained over 150 undergraduate and professional offerings in subjects as diverse as Business Valuation, Economic Indicators, History of Islam, Mystery Fiction, Psychology of Communication, Quality Management and more.

- Increased online enrollments by 70%, while trimming low-enrollment courses and thus reducing overhead
- Generated \$3.5M in enrollment revenue, with a \$1.6M operating budget. Prepared monthly budget reports and forecasts.
- Managed staff of eleven, including both represented and non-represented units.
- Forged strong collaborations with Berkeley campus departments, including the School of Public Health, College of Engineering, Hass School of Management and the College of Environmental Science and Policy Management.
- Recognized for management excellence by receiving Chancellor's Excellence in Management award.
- Received nine national awards for outstanding new course design.

Production Manager, Online Programs July 1999 – July 2001

- Streamlined production processes, resulting in a 15% increase in course production.
- Identified and eliminated major technical problems, thus reducing online classroom downtime by 20%, through a comprehensive hardware and software inventory and resultant purchase and upgrades to newer and more stable platforms.
- Initiated and implemented an online student/instructor/course database that provided, among other things, automatic enrollment verification and validation, real-time financial reporting, and other automatic administrative help.
- Spearheaded initiative to migrate from courses designed with Dreamweaver templates and hosted on internal server to a SCORM-compliant Learning Management System.

Claudia Morgan, PC & Web Maven

November 1998 – present

- Design, host and administer web sites for numerous small businesses and non-profits, emphasizing simple layouts and effective links for faster customer access.
- Work one-to-one with clients to demystify technology and allow them to use their computers in a more useful and stress-free environment.
- Provided design help and Dreamweaver training to local construction company in the process of redesigning their web site.
- Created in-depth technology review for large East Bay non-profit. Project included creating a needs analysis through equipment inspection; interviewing staff; assessing current staff training; evaluating organization's applications (donor database; newsletter publications, etc). Authored report detailing training plan, equipment replacement, and application upgrade strategy.

Tandem Computers, Cupertino, CA

1985 - 1999

Tandem Computers, now a part of Hewlett Packard., specialized in multiple processor computer systems used by banks, commodities exchanges, telecommunications companies, and other businesses that require complete fault tolerance and a minimum of downtime, either scheduled or unscheduled.

North American Sales Force Operations Project Manager 1995 -1999

- Successfully coordinated the transformation of an 800+ person sales operation into a mobile sales force, via use of laptops, intranets, 24/7 support and ongoing training.
- Managed an annual budget of \$1.1M.
- Created quick reference manual for newly-hired sales reps.

Lead Advisory Support Engineer 1985 – 1995

- Provided pre- and post-sales hardware and software support for large-scale customers including Pacific Bell, Wells Fargo, Bank of America, and Kaiser Health Plan. Managed manpower, created and coordinated timelines (including dependencies), scripted work, devised emergency fall-back strategy, and kept in constant communication with executive-level management during these installations and cutovers.
- Created user's guide for an internal on-line database application.
- Led vendor-initiated quality effort at Pacific Bell, reducing unplanned outages by 50% and increasing customer satisfaction by 15% within the first year.

EDUCATION

Master of Arts, Management
(Organizational Management & Leadership)
Bachelor of Arts, Humanities

JFK University School of Management,
Walnut Creek, CA

New College of California,
San Francisco, CA

Associate Degree, Computer Science
(equivalent)

Control Data Institute,
San Francisco, CA

AWARDS & RECOGNITION

UC Berkeley Extension

- Chancellor Award for [Excellence in Management](#), 2003
- [University Continuing Education Course](#) Award for online courses:
 - *Indexing: Theory and Application*, 2005
 - *Making Sense of Market Data*, 2004
 - *Psychology of Communication*, 2004
 - *History of Islam*, 2003
 - *Project Management*, 2003
 - *Creating Web Sites with HTML* (also course author and instructor), 2000
- [American Association for Collegiate Independent Studies](#) Awards for online courses:
 - *Introduction to Business Law*, 2003
 - *Mystery Fiction*, 2002
 - *Introduction to Statistics*, 2001

Tandem Computers

- [TOPS](#) (Tandem Outstanding PerformerS)
- Vice-President's Award
- Customer Engineer of the Year, SF Bay Area

REFERENCES

Upon Request