

# DANIEL ANTHONY FOWLER

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## EDUCATION

**The University of Georgia**

**December 2007**

Athens, Georgia

*Bachelor of Business Administration in Management Information Systems*

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## TECHNICAL PROFICIENCIES

**Social Media:** Facebook, Twitter, LinkedIn, Wikipedia, YouTube, MySpace, Blogger, Delicious, Ning, iTunes, World of Warcraft, Second Life

**Web Development:** HTML5, XHTML, CSS3, CSS Frameworks, jQuery, Microformats

**Graphic Design:** Photoshop, Illustrator, GIMP

**Productivity:** Basecamp, Dreamweaver, WordPress

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## RELEVANT EXPERIENCE

### **Project Management**

- Comfortable having leadership responsibilities in a team of skilled individuals.
- Diligent and thorough documentation of deliverables, procedures, and progress.
- Familiarity with web analytic tools for detailed reporting on meaningful metrics.
- Effective communicator and orator; Professional, tactful demeanor.

### **New Media**

- Cognizant of current and emerging trends and how they impact organizational goals.
- Effective integration of social media with overall web strategy.
- Keen eye for business development opportunities leveraging popular viral media.

### **Web Standards**

- Adherence to industry best practices for accessibility and cross-browser compatibility.
- Section 508-compliant coding techniques that meet rigorous government requirements.
- Proficient use of the newest coding conventions, e.g. Microformats, HTML5, and CSS3.
- Optimization skills maximize SEO and streamline the end-user experience.

### **Strategic Web Marketing**

- Reliable assessment of audience motives, behaviors, and responses.
- Track record of accurately forecasting market shifts over time.