

# MONICA C. WAY

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## SUMMARY OF QUALIFICATIONS

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- Fifteen years building online experiences for diverse clients. Varied work experience includes creative direction, project management, user-interface design, web design, graphic design, and programming.
- Unique background combining project management, marketing/outreach strategy, and creative design savvy.
- Expertise in viral marketing consultancy, social network marketing, online community-building, copywriting and content optimization, award-winning user interfaces, brand websites, e-mail and newsletter campaigns, outreach websites, and large-scale commercial e-commerce websites.
- Skilled in participation strategies and stakeholder management. Experience leading diverse constituents, departments, and teams to empower and inspire each other while meeting requirements and fixed launch deadlines.
- Strong project management skills driven by a flexible, structured development process. Using an iterative, test-driven approach that incorporates analyzing project requirements, assembling high performance teams, selecting tools and technologies, and architecting systems. Certified Agile Project Manager (PMI, 2005).
- Fluent in HTML, DHTML, CSS, Javascript, Photoshop, Fireworks, Flash, Illustrator, AutoCAD, File Maker Pro, Excel, Word, various CMS tools (Joomla, Drupal, Wordpress)
- Demonstrated abilities in a wide range of writing styles, including campaign messaging, e-mailings and newsletters, client proposals, and market analysis papers.

## EXPERIENCE

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### **Mariner Marketing Corp.**

Alameda, CA

*Creative Director* 2/2007 - present

- Complete creative direction of Mariner Marketing Corp., a full service online agency specializing in performance-based marketing.
- Over \$100 million in sales can be attributed directly to creative staff's efforts.
- Managed and mentored a diverse creative department of programmers, flash designers, copywriters, photographers and freelancers.
- Responsible for presentation of strategy and creative concepts to all clients.
- Designed and managed production of large-scale national e-marketing campaigns, including e-mail newsletters, banners, and landing pages for external ad networks
- Implemented social network marketing and CMS solutions for all clients.
- Developed rich media advertising and e-marketing for Trojan, OxiClean, Kaboom!, Nair, Orajel, and more.
- Innovated a mini-transactional website for Trojan Condoms that worked in conjunction with a direct response television commercial. The site exceeded all expectations by maintaining a Google Pagerank of 3, an Alexa rating of 821,135, and high sales margins stemming from nearly 150,000 unique visitors per month.

### **Natural Capital Institute**

Sausalito, CA

*Sr. User Interface Designer (Contract)* 6/2006 - 10/2006

- Acted as primary User Interface Designer for initial soft launch of WiserEarth.org, an international social-networking website dedicated to connecting hundreds of thousands of organizations and concerned individuals to address social justice, poverty, and the environment.
- Successfully implemented user interface models for development process of WiserEarth.org using Agile software development methods and knowledge of human factors and user interface concepts.
- Managed all aspects of UI design, information architecture, intuitive application page flows and user testing projects.
- Rapidly translated design and requirements documents into User Interface Prototypes using a variety of tools and softwares.
- Acted as liaison to Paul Hawken and User Interface team, and represented the team at Natural Capital strategy meetings and public events.

### **JamBase, Inc.**

San Francisco, CA

*Production & Design Manager* 9/2005 - 9/2006

- Directed multiple cross-department teams to redesign, reorganize, and re-strategize the Peer-To-Peer community driven section of JamBase.com, known as MyJamBase.
- Founded, designed, and launched Green.JamBase.com, a web portal focused on initiating conversations at the intersection of music and climate change.

- Managed the company's off-site designers, acting as the liaison between internal Sales Dept. and off-site designers. Methods included improved communications through content management tools, adherence to strong design standards, and the promotion of excellence in customer service and support.

**JamBase, Inc** continued

*Web Producer & Designer* 9/2003 - 9/2005

- Rapidly produced, designed, coded, and developed messaging content for thousands of unique graphical concepts, HTML e-mailings, e-cards and e-posters used in geographically-targeted email-based marketing campaigns for the music industry's top bands, venues, promoters and labels.
- Created, designed, and coded the company's national Monthly Newsletter reaching over 140,000 inboxes each month.
- Collaborated with Production and Marketing Directors to improve user experience and increase website registration, email open-rates, and unique click-throughs.

**Urban Drainage and Flood Control District**

Boulder, CO

*Flood Mitigation Intern, South Boulder Creek Project* 4/2001 - 8/2001

- Assisted Boulder city staff and Federal Emergency Management Agency (FEMA) staff in joint effort to update the West Valley floodplain maps to more accurately identify flood hazards in southern Boulder, CO.
- Conducted quantitative assessments of hazard zones including counts of residences, storm drain, and automobiles.
- Authored and co-led two GIS cartography seminars for interns. Seminars emphasized how to use GIS technology to simulate river/stream stabilization and diversion methods.
- Supported hydrologic and hydraulic field experts in ground research studies including tallying data, managing equipment, and ensuring safety.

**Insight Designs, LLC**

Boulder, CO

*Web Designer* 9/2000 – 12/2002

- Operated as the primary designer of over 45 commercial web sites including B2B sites, company profile sites, e-commerce sites, artist portfolio sites, non-profit and education sites.
- Responsible for all areas of design production including layout, typography, flash animation, image selection and recommendation, color palette selection, manual graphics creation/exportation and HTML hand-coding.
- Conceived and implemented template based design method for artist portfolio web sites.
- Collaborated with clients and coworkers to provide art direction throughout the duration of each project, streamlining guidance of corporate identity design and brand decisions.

**EDUCATION**

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**New College of California**

San Francisco, CA

Francisco, CA

*B.A(Hons) Activism and Social Change* 6/2008

**Franklin College Switzerland**

Lugano, Switzerland

Switzerland

*AA Visual and Communication Arts* 5/1998

**PUBLICATIONS**

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- Way, Monica. "Ani DiFranco: Folk Singer Super Hero" Interview and Feature. JamBase.com, August 2006.
- Way, Monica. "The Teaching of This Work: An Interview with Marion Rosen" *RMPA Views*, Rosen Method Professional Association Journal, July 2005.

**LEADERSHIP & VOLUNTEER EXPERIENCE**

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- Urban pathways surveyor & volunteer, Walk Oakland Bike Oakland 7/2009 - 10/2009
- 2009 AIDS LifeCycle rider & volunteer 5/2009 – 6/2009
- Certified Citywide Emergency Responder, Citizens of Oakland Responding To Emergencies (C.O.R.E) 1/2009
- Inmate visitation and letter writing volunteer, Campaign To End The Death Penalty 1/2008 - present
- Web design services & organizer, Energy Action Coalition 3/2008 – 5/2008
- Bike To Work Day energizer station volunteer, San Francisco Bicycle Coalition 2004, 2005, 2006, 2008, 2009
- Compassionate support through touch for people in hospice care, Berkeley School of Rosen Method Bodywork, 3/2007 – present
- Family Liaison volunteer, Books Not Bars, Ella Baker Center for Human Rights 9/2005 – 5/2006
- Student projects volunteer, San Francisco Institute of Architecture 11/2005-2/2006
- After school tutor for elementary school students, Jewish Coalition for Literacy, Spring 2004