

Michele Foster

Web Communications, Strategy and Development

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About:

I am a self-taught, well-organized and outgoing web professional with more than 20 years of experience designing, developing and managing a wide-variety of web sites. I enjoy learning new technologies and finding innovative solutions to technical problems. I can speak geek when needed, or not, when more useful.

Ten years ago, I created a community-based site for quilters and managed all aspects of the site, including content creation for the blog, weekly newsletters and social media channels, hosting of various events (blog hops, quilt-alongs, contests, etc.) and self-published six skill building booklets on improving quilting accuracy.

Technical Skills:

Web-based Software: WordPress, MySQL, phpMyAdmin, WooCommerce, Shopp, Easy Digital Downloads, MadMimi, MailChimp, Plesk, cPanel, MS Server, Google Analytics, AdSense, ShareASale

Social Media: Facebook (personal, pages & groups), Instagram, Twitter, LinkedIn, Pinterest, YouTube

Languages: ASP/VBScript, SQL, PHP, XHTML, CSS, JavaScript, WCAG, WET, jQuery, RSS/XML

Desktop Software: MS Office Suite, Adobe products, Serif products, Dreamweaver, CorelDraw, web tools

Work Experience:

Web-Based Community Builder, Author, Teacher

Dec. 2007 - Present

Quilting Gallery and Aiming for Accuracy Pattern Co.

- Founded an internationally-recognized community web site for quilters. The site averaged 2,000 visits per day and has 15,000+ newsletter subscribers and 129,000+ Facebook followers.
- Created the *Aiming for Accuracy* brand and since 2012, have taught quilters from around the world, via PDF lessons, how to improve their quilting accuracy. Self-published six skill building booklets and numerous patterns and tutorials.
- Developed unique content for five (or more) blog posts each week, sent out weekly newsletters and daily updates on social media sites.
- Developed and hosted various community-building events such as blog hops, contests, quilt drives, swaps and quilt-alongs, independently and in collaboration with other industry leaders.
- Analyzed site traffic and affiliate advertising. Worked with various advertising partners to mutual benefit.
- Participated in industry-specific trade and consumer shows.

Web Developer

Mar. 1998 - Present

WizarDev – Web Development Solutions

- Designed, developed and maintained several web sites including brochure-like sites, product databases, web-based applications and e-commerce solutions for a wide variety of clients.
- Web sites are either hand-coded in ASP or use WordPress with a custom-built theme and various plugins to meet requirements. Sites are designed and developed to W3C standards and best practices for web accessibility and usability.

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- Developed web-based applications using ASP/VBScript and either MySQL, MS Access or SQL Server. Some examples include: event registration forms, inventory tracking, motorhome reservations, customer warranty and service system, contact management, shop locator, time management and invoicing, etc.
- Created user manuals and style guides for various projects that I developed.
- Undertook site reviews, usability and accessibility testing. Created reports presenting my findings and recommendations for improvements.
- Performed social media reviews and developed strategic plans and recommendations for improvement to meet business goals.

Internet Officer (IS-03)

Nov. 2003 – Mar. 2006

Natural Resources Canada

- Redeveloped the Government of Canada's bilingual climate change web site. The site was hand-coded in ASP, XHTML and CSS to meet Common Look and Feel guidelines, departmental standards, W3C standards and accessibility/usability best practices.
- Managed the day-to-day development and maintenance of the climate change web site including various database-driven applications.
- Researched software, Internet technologies and web development applications, as required.
- Led the design and co-developed the One-Tonne Challenge extranet site.
- Analyzed site traffic using WebTrends, prepared weekly, monthly and fiscal statistical reports and monitored search engine traffic. Reviewed site traffic errors and implemented URL redirection.
- Undertook a needs assessment and evaluation of suppliers to provide multimedia streaming and encoding services.
- Prepared technical documentation for use by content creators and third party developers.
- Technologies used: ASP, SQL Server database, CSS, HTML, WebTrends, ISAPI Rewrite.

Web and MS Access Developer

Dec. 2002 – Sep. 2003

World University Service of Canada

- Managed a complete redesign and development of the bilingual web site (~700 pages).
- Researched options and evaluated various stand-alone products for a search engine and forum.
- Developed Photoshop templates for staff to create photo galleries quickly and easily.
- Trained staff to update the site using Dreamweaver MX, Contribute and CSS.
- Created comprehensive procedures, guidelines and site documentation.
- Developed multi-page, interactive registration forms for use by international development workers submitting their resumes and identifying their experience. These registration forms were developed in ASP and the data submitted to an in-house MS Access database.
- Technologies used: ASP, CSS, JavaScript, Dreamweaver MX template code and MS Access.

Additional Experience:

- Quilt designer, author and on-line teacher (since 2009)
- Certified pet dog trainer (graduated 2013)
- Executive administrative assistant (10+ years)
- Desktop publishing (15+ years)
- Accounting clerk (3 years)
- Retail experience (5 years)