

Michael S. Langford

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Skill Cloud:

Staff Management - **Drupal** - **HTML** - **Convio** - Sharepoint - **Advocacy** - XSLT - Contracts - UML - UX/UI
Design - MS Visual Studio - Apache - **Communication** - Microsoft IIS - **Fundraising** - PhotoShop -
Dreamweaver - Flash - **MS Office Suite** - **Negotiation** - Macintosh - **Innovation** - **Online Strategy**
- Linux - PHP - Windows 2000 - **Project Management** - **Windows XP** - **Windows Server 2003** -
E-Mail Marketing - Interwoven TeamSite - **JavaScript** - **ASP** - **AGILE** - **UNIX** - **Fundraising** - Visio - Perl -
XML

Occupational Mission Statement

Having worked with Web technology in various capacities for more than 10 years in higher education, for-profit and non-profit spaces, I feel I have a significant level of experience and expertise in how technology and sound online campaign strategy can help an organization reach new supporters, delight the ones it has, and ultimately advance its mission in meaningful ways. I am currently seeking a position that will provide me the opportunity to give strategic leadership in shaping how digital technology is put to use in making the world a better place for all of us.

Professional Experience

Manager of Web Development

CARE | www.care.org | Atlanta, GA | March 2001 - present

My role at CARE has changed over the years. I started at CARE as the Webmaster in 2001, and much of the responsibility I had then I still have in my present role as the Manager of Web Development. Responsibilities such as custom application development, database design and administration, vendor management, technology strategy, project management and web design and development are all things that fall under my role. In addition, I also manage both the in-house digital asset management function and staff, as well as the web development team, all web development contractors/freelancers and interns as well as devise roadmap strategies for online technology in support of CARE's fundraising, advocacy and constituent cultivation goals. In addition, I provide internal research on topics such as online fraud prevention, mobile technology, open source technology, social networking and others.

Through my time at CARE, I've developed a reputation as an excellent team player who is able to get things done quickly, effectively and accurately. I'm also recognized as a thought leader within CARE on all things Web — not just the technology parts, but also overall strategic questions on topics ranging from search engine optimization, text and banner ad placements, fraud and other credit card-related issues, use of social networking for fundraising, advocacy and general communications, e-mail marketing and donor cultivation at all levels from small sum to major giving to planned giving. Additionally, I have participated on multiple organizational strategic planning committees, as well the HR Job Advisory Committee, which is responsible for evaluating new positions, overall workforce performance and the annual review process.

Since 2001, I've provided leadership for two complete redesign projects in connection with organizational re-branding and I've led the implementation of an enterprise-class content management system (Interwoven TeamSite) and enterprise analytics (WebTrends). I also led the implementation of the GetActive eCRM system and the subsequent migration to the Convio eCRM platform, which provides online fundraising, advocacy, e-mail messaging and other related tools. Since I started working on CARE's Web presence, the organization's online revenue has grown more than 10% per year, CARE's online web audience has grown an average of 8% per year, the CARE e-mail list increased more than 9% per year.

Web Application Developer

Vectrix Corporation | Atlanta, GA | March 2000 - February 2001

- Developed client websites, including e-commerce solutions, static informational sites and creative dynamic HTML sites. Development of most sites required the use of ASP (using either server-side VBScript or JavaScript, or a combination of both), client-side JavaScript, and HTML using Microsoft Interdev and SourceSafe. In addition, most sites utilized Dreamweaver in their initial construction. All sites were initially designed using Adobe PhotoShop.
- Maintained client websites based on change requests from the client and internal QA, including textual, programming and graphical

- changes. In some cases, this required significant new development that needed to be seamlessly integrated into the existing client website.
- Worked with database administrators and graphic artists in a team-oriented atmosphere.
- Assisted Project Managers and clients with project planning and scoping for all projects.

Web Developer

eAcceleration Corporation | Poulsbo, WA | August 1999 - March 2000

- Developed several company websites, including extensive work on the company's corporate homepage.
- Maintained the company's Internet Portal Website. This included daily updates to links and creative placement and occasional layout overhauls.
- Developed multiple internal websites for company products.
- Worked with other programmers and graphic artists in a team-oriented environment.

Web Author (Technical Assistant II)

Washington State University, CTLT | Pullman, WA | May 1999 - August 1999

- Constructed and maintained a large educational website for the WSU Conferences and Institutes' Volunteer Management Certificate Program.
- Worked with other developers to build, beta test and release an extensive virtual classroom environment for the WSU Economics Department.

Hypernaut/Peer Facilitator

Washington State University, SALC | Pullman, WA | August 1996 - May 1999

- Instructor for a freshman, 2-credit, elective course (the "Freshman Seminar") designed to assist new or deficient freshman with the transition from high school to college. Course was a reinstatement requirement for freshman deemed academically deficient.
- Acted as consultant and facilitator for the SALC Freshman Seminar Program on technical matters.
- Created and maintained official WSU web pages.
- Worked as the technical consultant and educational facilitator for the WSU Conferences & Institutes department regarding their Volunteer Management Certificate Program, a national, on-line correspondence course. Responsibilities included maintaining contact with students and facilitating their needs, both technical and academic.
- Operated as a facilitator of learning instead of a "professor" for the freshman seminar class. The collaborative nature of the Seminar Program requires Peer Facilitators to be able to operate in a team fashion and be able to deal with students from both a teacher and a peer perspective. The class did constitute university credit, however, so the position included instruction, evaluation and ultimately grading of the students.
- Student curriculum included instruction on using Web-based technologies to construct a project from scratch with emphasis on learning and communication in non-linear ways. Web technologies (HTML, JavaScript, ASP) and audio/visual technologies (Flash, QuickTime, Morph, Director) were all part of the curriculum.

Education and Affiliations

Olympic High School, Silverdale WA, graduated class of 1994.

Washington State University, Pullman WA, graduated class of 1999.

- B.S. Environmental Science, Minor in Economics. Foci: Environmental policy/law and sustainability.

Alpha Phi Omega

- Re-Chartering Member and Officer: Vice President - Service Projects

Ordained Deacon in the Presbyterian Church (USA)