Ken Starzer

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WORK EXPERIENCE

E - MARKETING DIRECTOR
Parker University, Dallas, TX, June 2013 – Present.

Parker.edu Website Developer
- Used Wordpress to develop and maintain the parker.edu site and sub domains.
- Customized the parker.edu sub domains by creating templates and adapting plugins.
- Worked with creative staff to develop new promotional content for parker.edu
- Optimized parker.edu and sub domains for multiple devices and search engines.

Website Manager
- Developed the web governance plan for parker.edu
- Provided support, training, and direction to content managers for the CMS.
- Worked with the university community to ensure that online materials adhered to guidelines.

Social Media and Email
- Coordinated with copywriter and PR manager to develop online marketing communications.
- Worked with web designer to create new email templates that adhered to visual branding standards.
- Analyzed web, email, and social media traffic results to recommend future media plans.

Management
- Supervised the web designer in developing and maintaining new web initiatives.
- Provided periodic feedback and formal reviews for web designer.
- Set and maintained creative standards for the e-marketing department.
- Reviewed and approved art and copy materials developed by e-marketing staff.
- Assumed responsibility for concepts based on input from clients and creative team members.

ONLINE MARKETING AND COMMUNICATIONS MANAGER,
University of Dallas, Irving, TX, May 2011 – June 2013.

Project Lead for udallas.edu redesign
- Redesigned, developed, and maintained the university's public website. http://www.udallas.edu
- Conducted student/faculty/staff surveys to determine the visual layout and information architecture.
- Developed the code and designed the visual layout for the page templates.
- Selected and assisted in installing the content management system.
- Set up training workshops for over 80 content managers.

Web CMS Manager
- Supervised departmental web content managers.
- Trained new web content managers as needed.
- Taught quarterly web content management workshops.

Web Developer
- Set up, designed, and developed the student newspaper website, http://www.udallasnews.com using Wordpress.
- Designed and developed new templates for the UD Ministry Conference and the College of Business.
- Assisted in troubleshooting content management system problems.
- Monitored and optimized the site for the best performance using feedback from Google Analytics.

Email Designer and Developer
- Designed and developed departmental email templates.
- Trained content managers in updating and maintaining email templates.

Flash Animation Developer
- Developed an online animation for the UD 2011 alumni reunion.

Photographer
- Took candid photographs for use for marketing media at various UD events.

WEBSITE DEVELOPER

Multimedia Dept., Richland College, Dallas, TX, September 2009 – May 2010.
Restructured the information and redesigned the Multimedia department's website.
http://www.rlc.dcccd.edu/multimedia/

Julie Harrison Studios, Dallas, TX, May 2009 – July 2009.
Programmed the website using XHTML and JavaScript.
http://julieharrisonstudio.com/

Arts & Technology Program, UT Dallas, September 2007 – September 2008.
Designed and developed the program website using Wordpress and PHP.
http://atec.utdallas.edu (site design has since been changed).

Dr. Mihai Nadin, UT Dallas, November 2006 – November 2007.
Designed and developed the personal site and web log using Wordpress and PHP.
http://www.nadin.ws

FLASH GAME/ANIMATION DEVELOPER

ACCESS Office, Richland College, Dallas, TX, May 2010 - August 2010.
Designed and animated a Flash presentation for the Adjunct Faculty 30-Year Longevity Awards.

ACCESS Office, Richland College, Dallas, TX, May 2009 - August 2009.
Designed and animated a Flash presentation for recipients of the Adjunct Faculty 30-Year Longevity Award.
http://www.youtube.com/watch?v=daMGLdORShU

"DIG! THE MAYA PROJECT", DALLAS MUSEUM OF ART, NOVEMBER 2005 – FEBRUARY 2006.
Worked with a team of UT Dallas students to redesign the site interface, revise game code and game text for a children's game in conjunction with the DMA Maya Exhibit.
http://digthemaya.org/

EDUCATION

Master of Fine Arts, Arts & Technology
The University of Texas at Dallas, Richardson, Texas, December 2009.

Master of Arts, Religious Education
Southwestern Baptist Theological Seminary, Fort Worth, Texas.

Bachelor of Arts, Psychology
The University of Oklahoma, Norman, Oklahoma.

TEACHING EXPERIENCE

Adjunct Faculty, School of Arts, Technology, and Emerging Communication, University of Texas at Dallas, August 2014 – Present.
Provided instruction on the Wordpress platform, HTML, CSS, domain registration, web hosting, and JavaScript.

Adjunct Faculty, Multimedia Dept., Richland College, DCCCD, January 2000 – May 2014.
Provided instruction on digital imaging, sound editing, web design and interactivity, computer animation, and portfolio development.