# Cristina D'Anni

## Profile

Over a decade of experience in full life cycle web development, implementing various technologies and leading several diverse teams in a multitude of environments.  A proven track record of streamlining resources and considerably trimming development and programming time, consistently bringing projects to completion within time and on budget.  Adept at leading programming and development teams to develop high end web applications based on customer and client need.

## Professional Highlights and Major Projects

- **Targeted Victory**: Streamlined hosting and reduced costs over 30% by overseeing a massive migration of sites from disparate environments, including overseeing re-development of certain website offerings to allow them to work in a managed hosting environment
- **InvestorPlace Media**:  Developed in-house documentation website detailing processes and procedures for site development and an evolving online library of site components to efficiently reuse code reducing deployment time by as much as 50%
- **New Village Media**:  Reduced overall installation time of CMS modules by nearly 75% by streamlining programming and creating reusable code
- **On Top of The World**:  Streamlined end of month procedures for accounting department by making changes to reduce user input error by 75% and reduced overall procedure time by 50% by studying and documenting areas that could only be changed with major revisions, resulting in corrective actions being performed more efficiently
- **Target Live**:  Created an easy to modify cookie-cutter system to quickly bring automotive websites online

## Employment History

**Targeted Victory, Alexandria VA**  April 2013 – Present
**Development Manager**

- Oversee and manage a team that creates of hundreds of political websites and website tools, including landing pages, petitions, and donation sites
- Utilize agile or waterfall methodology depending upon requirements for site builds and tool building
- Quarterly and annual reviews with web developers with a positive emphasis in order to hone individual skills and cement team cohesiveness
- Monitor all web hosting, working with a managed hosting partner to provide world class services for clients
- Create estimates for use by Client Strategy to communicate to clients in clear and easy to understand language
- Collaborate with other key teams to find ways to increase email address collection and donations while working with upper management to help reduce costs while providing high quality tools for client base

**Robert Half Technology, Washington DC**  April 2012 – March 2013
**SPS - Web Developer**

- Worked on several short term web development projects in both Drupal and WordPress environments
- Consulted with Targeted Victory on the future of their web development team, eventually accepting a full time position as a Development Manger

**InvestorPlace Media, LLC (Formerly Phillips Investment Resources), Rockville MD**  April 2005 – December 2011
**Manger of Web Applications Development**

- Developed and maintained web based financial publications for a variety of investment advisors utilizing open source solutions to provide tools and information to a large customer base
- Maintained and improved an authentication system for over 200,000 paid subscribers across as many as 30 websites tying local code to a third party fulfillment system (ARGI)
- Developed a single sign on system allowing subscribers to login to one publication and have access to all other publications they are entitled to without requiring a separate login
- Assisted in migration from ARGI to THINK Fulfillment providing user case scenarios and special requirements for sites with unique login criteria
- Ongoing training with editorial staff on SEO best practices and how to implement them accordingly with the in-house Content Management System
- Collaborate with other key teams to find ways to increase repeat traffic on key websites with focus on potential community builders utilizing Web 2.0 tools and applications

cristina.danni@gmail.com
Lansdowne, VA 20176 · 703-981-6645

# Cristina D'Anni

## Employment History (cont.)

**New Village Media, Columbia MD**                                        **July 2003 – March 2005**
**Director of Programming**

- Manage a small group of web developers and graphical designers in the creation and maintenance of disaster recovery websites for various organizations
- Manage and coordinate integrated project plans, including implementation schedules and resource estimates for customized hosted CMS and pre-developed CMS modules
- Work closely with other departments to develop project proposals and SOWs by analyzing client needs, existing client tools, and evaluating client budget constraints; recruit, direct, and motivate department personnel for optimal performance
- Research and monitor competing products, making recommendations regarding updates and new feature implementation

**On Top of The World, Inc., Ocala FL**                                        **April 2002 – May 2003**
**Database Administrator/Programmer**

- Responsible for maintaining data integrity on all accounting databases and financial transactions totaling approximately $2 million per month, serving a retirement community of 10,000 residents with 5 offices in 3 locations
- Wrote developer's manual for main accounting database and user interface, documenting all code routines, data input methods, shortcomings and potential pitfalls, and critical areas in need of improvement
- Streamlined user interface to speed up data entry and retrieval for main accounting database
- Developed detailed plan to migrate from MS Access to MS SQL to accommodate community growth, expected growth in personnel, and further restructure inherited databases to improve performance

**Lear Media/Digital Design Group, Orlando FL**                                        **November 2000 – February 2002**
**Web Developer/Server Administrator**

- Designed, developed, and maintained web based news magazine targeted towards the automotive community with a monthly audience of over 15,000 automotive professionals and 200 contributors
- Worked with well known automotive industry companies to create target specific advertising on the site
- Edited and posted over 100 articles per month supplied by industry leaders and other automotive professionals
- Worked with third-party vendors to supply site with a variety of news media and user tools

**Target Live, LLC/Target Marketing Group, Ocala FL**                                        **November 1999 – November 2000**
**IT Manager/Senior Web Developer**

- Consulted with automobile dealerships to assess their current web presence, if any, and design a layout that was unique to their company's goals and corporate vision
- Project management throughout the entire life cycle, including assignments, timelines, cost assessment, and projected completion dates
- Point of contact and technical liaison between clients and third-party vendors
- Oversee the setup and maintenance of in-house Windows network and Exchange configuration

**Freelance**                                        **November 1998 – Present**
**Web Development Consultant**

- Assist small companies with improving their web presence by providing guidance and management throughout the entire project lifecycle
- Work with clients to define business goals and obtain the appropriate tools and resources within a set budget and timeframe
- Develop and maintain customized CMS solutions for select clients
- Primary technical contact coordinator for all other third party providers, as well as technical support for basics such as email configuration and domain name registration