

## KENNETH L. MORICO

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### Profile

Award-winning Web Designer & Developer for Fortune 500 companies and universities (9 awards total)

Wrote numerous revenue generating Web site proposals for credit union consulting firm

Significant writing and editing experience for Web site content that generated higher Google rankings

Adept in HTML, XHTML, XML, C#, PHP and Flash Web site development and maintenance

### Work Experience

Web Developer, **LOPEZ NEGRETE COMMUNICATIONS**, Houston, TX

*August 2008 – Present* — Developed Flash and dynamic Web sites and banners for clients including Walmart, SevenUp and Dr Pepper. Coded Flash-based user-generated content site and custom Web service for SevenUp (sevenisima.com). Used SOAP Web services to interface with Dr Pepper Snapple Group master database for user registrations. Coded custom Dr Pepper Web service for a Web-based music mixer. Helped launch the first Spanish language Web site for Walmart. Responsibilities included actionscript coding, PHP coding, and content updating via the Ektron content management system. Coded first CRM system for Lopez Negrete. Coded a re-useable, interactive newsletter platform with CMS for Lopez Negrete. Both CRM and newsletter platforms were custom built using cost-saving open-source technologies. Lopez Negrete is the largest advertising agency in Houston and specializes in Hispanic marketing.

Web Developer, **D. HILTON ASSOCIATES**, The Woodlands, TX

*April 2004 – July 2008* — Web Services department lead for the top credit union consulting firm. Responsibilities included designing, constructing, maintaining, and testing 11+ static and dynamic Web sites for credit unions and financial services companies with over one billion dollars in assets and over 60,000 monthly Web visitors. Managed in-house Web development staff, programming consultants and interns, maintained positive client relations, and crafted winning proposals for new business clients such as Shell Employees Federal Credit Union, California Credit Union and Department of Commerce Federal Credit Union. Developed ASP.NET Web applications for internal use (CRM, project-based). Presented Web strategies & services to potential clients. Developed Google strategies that scored first-page ranking for the D. Hilton Web site.

IT Consultant, **KEN MORICO CONSULTING**, Houston, TX

*1999 – 2007* — Created Web sites, software and technical documents for established and start-up companies in the aviation, fashion, music, advertising, IT and on-line industries. Clients included Diamond Air, Jakitz, Universal Music, Carat, Simdesk, learnlots.com, and Lopez Negrete Communications.

Technical Writer/QA Analyst (Contractor), **UNIVERSAL MUSIC GROUP**, Santa Monica, CA

Technical Writer (Contractor), **TOYOTA**, Torrance, CA

Technical Writer (Contractor), **NISSAN**, Gardena, CA

Technical Writer, **LESSONLAB**, Santa Monica, CA

*March 2001 – June 2003* — Created user guides for Universal Music Group's in-house Web marketing application that collected personal consumer data from artists' Web sites. Generated test cases for integration of custom Web applications. Audited XML data transfers between multiple offices. Tested launch of marketing and reporting software. Developed user manuals for new and existing software for Toyota, Nissan, and LessonLab.

Web Designer (Contractor), **KRAFT FOODS**, Rye Brook, NY

Web Developer / Web Designer (Intern), **UNIVERSITY OF CONNECTICUT**, Storrs, CT

*January – December 2000* — Designed and edited a 45-page online brochure to assist Kraft with recruiting efforts at the University of Michigan Business School. Designed and edited UConn's *The Long River Review* literary Web site and the Undergraduate Advisory Center's Web site. Also developed a Perl-based “virtual advisor” system to advise students on the Web site.

## Education

University of Connecticut, Storrs, CT

Bachelor of Arts, English, 2000

Bachelor of Arts, Journalism, 2000

Other Studies:

Web design & development courses, College of Communications, University of Connecticut, 2000

Creative writing course, UCLA Extension, Los Angeles, CA, 2002

## Professional Awards & Publications

6 ADDY Awards (American Advertising Federation, Houston Chapter) for SevenUp Sevenisima Web site, Dr.Pepper Vida23 Web site, Lopez Negrete Web site, Lopez Negerete e-Newsletter site (The Noticias) [2010]

Walmart Hispanic Heritage Web site [2009]

D. Hilton Associates Web site [2008]

CUNA Award (Credit Union National Association) interactive CD for California Credit Union [2008]

CUNA Award (Second Place) Department of Commerce Federal Credit Union Web site [2007]

CUNA Diamond Web Award (First Place) California Credit Union Web site [2006]

Award for Excellence in Journalism, University of Connecticut, 1997

Full-length feature article, *Bohemian Rhapsody*, published in *Los Angeles Times Magazine* and on the front page of the *Los Angeles Times* Web site, June 15, 2003

## Computer Skills

**Server Programming:** PHP, ASP / ASP.NET, Jscript .NET, C# .NET, Vbscript, .NET handcoding, Perl / CGI, ColdFusion, XML, SOAP, Web services

**Web Client-side Programming:** JavaScript, Actionscript, XML, RSS, HTML 4.0 / XHTML hand coding, SEO (Search Engine Optimization), AJAX

**Database:** MySQL, MS SQL Server 2005 Administration, MS Access

**Software Programming:** iPhone application development, Objective C 2.0

**Web Software:** Dreamweaver, MS FrontPage, Adobe PageMill, Adobe Photoshop, Fireworks, Flash, Adobe Acrobat, Ektron

**Server Administration:** Managed Windows 2003 Web & e-mail server for several companies. DNS, FTP, IIS administration experience. Managed MS SQL Server 2005.

**Operating Systems:** MS DOS, MS Windows 3.1/95/98/NT/2000/XP/2003 Server Mac OS 9, Mac OS X

**Productivity Software:** MS Word, MS Excel, MS PowerPoint, MS Outlook, MS Access, MS Visio, Niku Workbench, Rational Unified Process Tools

**Online Help Software:** RoboHelp, RoboDemo, Microsoft HTML Help Workshop, HyperSnap

**Other:** QuarkXPress, Retrospect, MS Internet Explorer, Mozilla Firefox, Safari, Lotus Notes. Computer building and troubleshooting experience. Research experience with LEXIS-NEXIS.