

Sheri Bigelow

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EXECUTIVE SUMMARY

- Dedicated to building simply elegant, visually appealing, accessible websites that meet web standards
- 8 years web design & development / 4+ years search engine optimization and marketing experience
- Expert knowledge of (X)HTML, CSS, PHP5, SEO, SEM, XML, MySQL, SQL, Web Standards, IA/UX, RSS, Perl/CGI, JavaScript, Linux, Solaris, Apache, Photoshop, Acrobat, Dreamweaver, Eclipse, AWStats, Google Analytics, AdWords, Yahoo! Search Marketing, Live Search, cron, bash, & cygwin

EXPERIENCE

- ✓ **Web Designer/Ecommerce Developer**, *Pictureline, Salt Lake City, UT (March 2008 to present)*
Responsible for programming and maintaining custom ecommerce site and a new social community for photographers at pictureline.com. Directly oversee newsletters, Google Mini search, surveys, continuous feedback forms, search engine optimization and search engine marketing.
 - Increased revenue generated by monthly newsletter by 262% in the first month.
 - Decreased AdWords search engine marketing campaign cost per conversion from \$22.50 to \$4.04 and increased conversion rate from 1.20% to 4.12% in AdWords search engine marketing campaign.
 - Customized Google Mini search to display product images, collections and live pricing using XSLT.
 - Setup continuous feedback form to gather information about search and the Pictureline community.
- ✓ **Webmaster**, *Myriad Genetics, Salt Lake City, UT (May 2000 to March 2008)*
Responsible for ongoing development of Myriad Genetics, Inc. corporate, product, and intranet websites. Monitored site analytics and helped scale site capacity to meet traffic demand. Oversaw search marketing campaigns including building awareness and Phase 3 Clinical Trial recruitment in Alzheimer's disease. Involved in a multi-million dollar direct-to-consumer campaign to advertise genetic testing to women at risk for breast cancer.
 - Setup and managed search marketing campaign to advertise clinical trial enrollment. (Sponsored & Contextual, AdWords, Yahoo! Search Marketing, MSN, Quigo)
 - Built a find a doctor search and contact management user interface including geocoding addresses for zip code proximity search. (PHP/MySQL)
 - Implemented customer surveys utilizing open source software at a cost savings to the organization.
 - Symposium registration for physician continuing medical education (CME) programs. (PHP)
 - Programmed job board web application for Human Resources. (PHP/MySQL)
 - Wrote the employee directory user interface using PL/SQL soundex queries. (PHP/Oracle)
 - Deployed a sales intranet content management system for 180+ person oncology sales force.
 - Programmed an extranet application for secure tracking of information between two labs. (Perl)
- ✓ **Photographer/Designer**, *Salt Lake City, UT (2002 to present)*
 - Commercial and stock photography for iStockphoto. Web design and development for small business and non-profit organizations. Specialize in search engine optimization and marketing, graphic design, content management, photo gallery setup, and ecommerce setup.
- ✓ **Web Developer**
University of Utah David Eccles School of Business, Salt Lake City, UT (1999-2000)
 - Worked on www.business.utah.edu site layout and design
 - Developed cross-browser JavaScript menus and email forms

- ✓ **Teaching Assistant**, *University of Utah David Eccles School of Business Accounting Department, Salt Lake City, UT (1999-2000)*
 - Teaching Assistant for Accounting 4410: Information Systems
 - Implemented use of WebCT online course tools to post student grades
 - Maintained class web page with class syllabus updates and assignments
- ✓ **Web Developer**, *University of Utah College of Humanities, Salt Lake City, UT (1999)*
 - Redesigned College of Humanities web site based on input from 5 departments and 3 programs
 - Used CGI/Perl to implement online forms and Adobe Acrobat to create interactive pdf applications

EDUCATION

- Bachelor of Business Administration in Information Systems, Minor in Chemistry
May 2000, University of Utah, Salt Lake City, Utah

ACHIEVEMENTS

- Undergraduate Research Opportunities Program Fellowship in Cardiology/Pharmacology (Summer 1998)
- University of Utah Honors at Entrance Scholarship recipient (1995-6)
- University of Utah Summer Enrichment Scholarship recipient (Summer 1994)

VOLUNTEER WORK

- Utah PHP Users Group (May 2005 to Present)
- Alzheimer's Association Memory Walk (July 2006 to Present)
- Utah Arts Festival (Summers, 1990 to 2000)
- University of Utah Hospital (1993 to 1997)
- Southern Utah Wilderness Alliance (summer 1994)