

DARLENE ALU, M.A.

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OBJECTIVE:

To use and enhance my project management skills in regards to web design and development, communications and writing.

SUMMARY OF QUALIFICATIONS:

- 13 years of experience in writing and editing for print and on-line publication, for various audiences and in many styles (e.g., promotional, technical, narrative)
- 10 years of experience in developing, writing and editing content of web sites
- Meticulous about proper grammar, presentation of data, aesthetics, consistency, and clarity
- Experience managing internet and intranet development projects

EMPLOYMENT HISTORY:

NEWS-Line Communications, King of Prussia, PA

Freelance Writer, July 2002 – present

www.news-line.com

- Interview assigned subject and write 2000-word feature article on monthly basis.
- Articles published in national print and on-line magazines designed to provide health care professionals with practical information in an easy-to-read, non-clinical format.
- Articles written for the following disciplines: Nursing, Radiology, Speech Pathology, Respiratory Therapy, Physical Therapy, Pharmacy.

ARAMARK Corporation, Philadelphia, PA

Web Analyst - Education K-12, Oct 2004 – Aug 2007

www.aramark.com / www.aramark.net / www.fuel4me.com / www.aramarkschools.com / www.aramarkschoolfood.com / lincoln.schooldish.com / www.cafegranbury.com

- Built and maintained content and format of Education intranet site.
- Rebuilt all pre-existing content into content management system.
- Project managed the merging of two areas of corporate intranet.
- Built Process Book for maintenance of the aramark.net intranet site.
- Built online tutorial for new intranet site.
- Established and maintained standards for web page design and presentation.
- Designed and developed online applications.
- Built online surveys.
- Developed various websites for ARAMARK Education brand types (listed above).
- Project managed development, deployment and evolution of District Website Template, which provided ARAMARK clients with district-specific food service websites. Templates included nutritional information, menus, catering info, promotions, and other value-added materials (some listed above).
- Designed and wrote User Manual for District Website Template. Also developed Style Guidelines for food service directors to follow in maintaining their websites.
- Acted as technical support for food service managers learning District Website Template.
- Developed training programs and materials, facilitated training sessions both online and in classrooms.
- Tracked site statistics and instituted feedback application, reported on same.

Valley Forge Military Academy & College, Wayne, PA
Website Manager, June 2000 – Oct 2004
www.vfmac.edu

- Project managed the design, development and evolution of the VFMAC website, creating a dynamic, searchable, interactive e-commerce site serving 76% of school business.
- Wrote all new content for site, including summer camp, international students, music programs, development, news, athletics, and facilities areas.
- Edited previously supplied textual content.
- Developed ePostcard application, photo galleries, online donation tool, online application process, survey, online publications, and subscription application.
- Increased usage of site through web management and marketing campaigns, direct marketing, opt-in features, banner ads, database marketing, traditional advertisements, and search engine registration.
- Wrote press releases and news stories provided on the site.
- Wrote profiles of faculty members and “Cadets of the Month”.
- Wrote brochures for special programs offered at VFMA&C.
- Wrote Web Policies and Procedures, Copyright Notice and Privacy Policy.
- Wrote periodic, promotional “news alerts” to subscribers of e-mail service.
- Wrote descriptions of school and its programs for search databases, academic directories, summer camp directories, etc.
- Tracked website statistics and generated feedback forum, reported on data, and facilitated changes based on it.

Delaware County Community College, Media, PA
Adjunct Instructor, Sep 2003 – May 2004

- Taught Developmental Reading & Study Skills to college freshmen; emphasis was on comprehension skills, study skills and vocabulary development.

Internet Business Solutions, Wayne, PA
Freelance Content Editor, Oct 2000 – Feb 2002
Overhauled content of websites developed by this firm, which is now defunct.

Rider University, Lawrenceville, NJ (Graduate Assistantship)
Web Designer for Office of Alumni Relations, Aug 1998 – June 2000

- Built web presence for Rider University Alumni Relations Office from three pages of unchanging information to more comprehensive, functional, up-to-date site.
- Added online registration for events, photo gallery, FAQ page, alumni email directory, and online award nomination feature.
- Assisted with event planning, which included designing flyers, invitations and programs, communicating with attendees, and helping with execution of the events.

Data Sources (a Ziff-Davis publication), Mt. Laurel, NJ
Department Editor, Mar 1994 – May 1998

- Wrote and edited detailed, technical descriptions of software media for publication for trade book, CD-ROM and on-line publication.
- Researched emerging technologies and products for inclusion in publication.
- Promoted from product editor to department editor within first six months.

TECHNICAL SKILLS:

ACT! for Notes	Lotus 1-2-3	MS Publisher
Adobe Acrobat & Reader	Lotus Notes	MS SharePoint/CMS
Adobe Photoshop	Lotus Pres. Graphics	MS Visio
ASP	Lotus WordPro	MS Works
Corel Photo-Paint	Macromedia Dreamweaver	Netscape Communicator
Corel WordPerfect	Macromedia Flash	PHP
CuteFTP Pro	Mozilla Firefox	QuarkXPress
Ektron CMS400	MS FrontPage	SQL Server
HTML	MS Internet Explorer	SWiSH
JavaScript	MS Office	TextPad
	MS Project	WS_FTP

EDUCATION:

- M.A. in Reading/Language Arts, Rider University
- B.A. in Communicative Disorders, West Chester University
- B.A. in English, Rutgers University
- Classes taken in Flash, Dreamweaver, Photoshop, SQL Server

AWARDS:

- 2006 All-Star Award, ARAMARK Education Coaching for Results
- Golden Web Award by International Association of Webmasters and Designers (IAWMD) for VFMA&C site.
- VFMA&C site selected as "Web Site of the Month" by U.S. Polo Association in April, 2001
- e-Postcard function of VFMA&C site featured in Virtual Postcard Exchange
- VFMA&C site was voted 5th best school web site of over 500 sites reviewed

PAST & PRESENT MEMBERSHIPS:

- Association for Women in Communications (AWC)
- Web Design and Developers Association (WDDA)
- Webgrrls International
- National Council for Teachers of English (NCTE)
- College and University Public Relations Association of Pennsylvania (CUPRAP)
- Council for Advancement and Support of Education (CASE)
- International Reading Association