

# Clare Swan

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## PROFESSIONAL PROFILE

Creative Web Developer with excellent communication and interpersonal skills. Expertise in dynamic web development, project management, and database administration used to develop and deploy new and custom systems. Proven track record of supporting all aspects of web and database development.

## EMPLOYMENT HISTORY

**Stanford University**, Stanford, CA (2007 – Current)  
**Web Developer**

Precourt Energy Efficiency Center ([peec.stanford.edu](http://peec.stanford.edu))  
Global Climate and Energy Project ([gcep.stanford.edu](http://gcep.stanford.edu))  
Magic Lab ([magiclab.stanford.edu](http://magiclab.stanford.edu))  
Precourt Institute for Energy ([energy.stanford.edu](http://energy.stanford.edu))  
TomKat Center for Sustainable Energy ([tomkat.stanford.edu](http://tomkat.stanford.edu))

- Complete website support including development, design, and ongoing maintenance, using Drupal (including Stanford Web Services templates, JSA, sites), Wordpress, and Dreamweaver to deploy all aspects on a variety of websites. Monitor web metrics via Google Analytics to track website usage and usability in regards to website improvements for the user and effectiveness of marketing emails. Graphic creation and manipulation using various imaging software (Photoshop, Illustrator). Create forms and surveys via Qualtrics, SurveyMonkey, and Stanford's Web Form Service to analyze event and website effectiveness for future improvements. Implement secure access to parts of the website using Stanford's security technology. Use current web standards and technologies to comply with Stanford/departmental web branding, policy and guidelines.
- Project Management overseeing design and development of new & existing websites. Partner with Stanford Web Services to implement new Drupal websites. Schedule & conduct meetings with management, staff and internal/external vendors. Utilize Stanford Self-help Web Design Resources including: Stanford modern templates, AFS Group Space, Workgroups/Tools, Vanity URL's/Virtual hosts, Web Form Service, CGI service and Web Accessibility Standards & Guidelines.
- Collaborate with staff, management and colleagues to gather data requirements and determine best options for new web technologies. Test and compare systems and programs for best all-around solution for departmental goals.
- Email marketing utilizing online systems (iContact/MailChimp) to create, test, troubleshoot and deploy emails (html based), deliver, track and analyze email marketing data. Responsible for additions, maintenance and overall upkeep of multiple email distribution lists using iContact, MailChimp and Stanford's mailman system.
- Implementation of audio and video multimedia files on a variety websites with jQuery and JavaScript tools. Liaison between communications director, management and Stanford iTunes U and YouTube to record events for website publication. Gather and communicate data requirements to appropriate technicians for optimum audio/video results.
- Event planning and collaboration across many departments for a variety of events. Create sophisticated (html based) registration forms and websites via Regonline, EventBrite, RegFox and Certain.com for a variety of symposia, workshops, and seminars. Compose and schedule automated emails and reminders. Custom report generation and analysis of registration data.

**Hewlett-Packard Company**, Palo Alto, CA (2000 – 2006)

**Technical Analyst and Web Developer**

Supported all phases of website development including:

- Designed elements, structure and functionality, content gathering, graphic manipulation, and all around technical support to quickly analyze, develop and execute website solutions. Executed and analyzed various website metrics software to achieve better business results.
- Collaborated with developers and users for successful web-based applications. Conducted and participated in technical research and worked with IT developers and vendors in the design, development, and utilization of information technology network and systems infrastructure.
- Coordinated specific IT projects, including platform standardization, maintaining website technical functionality in line with corporate standards and as it applied to the design, implementation, and administration of network data communications, database, hardware platform, operating system, system programming, and security functions.
- Designed, developed and implemented two major databases. The first allowed consultants to track contacts and methodologies. The second organized and captured information allowing easy categorization, research and data entry via a web-based interface. It also made newsletter content readily available to business partners, department sponsors and employees.

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**Manpower**, San Mateo, CA (1998 – 2000)

**Web Developer**

Developed, enhanced and deployed internal websites for Hewlett-Packard's Software Initiative and Project Management Initiative departments. Responsibilities included updating websites, coordinating content providers, enhancing websites, and providing technical and administrative support, all within corporate standards and guidelines. Provided graphical manipulation and optimization for various websites. Technical liaison between content providers, management, and IT support.

**Technology Funding**, San Mateo, CA (1990 – 1998)

Venture Capital Firm

**Investor Services Manager/Web Master**

- Webmaster for the external-facing website. Collaborated with management and consultants to design and launch their first website. Provided maintenance, customer support and feedback for the site.
- Managed the Investor Services database. Duties included problem solving and training new users. Analyzed and implemented database audit reports to ensure ongoing data integrity and to comply with SEC and NASD requirements. Directly supervised two staff members, including operational training.
- Supplied all specialized and routine reporting for senior management, sales and marketing via SQL. Provided systems analysis and algorithms for transitioning to a new system. Acted as a liaison between programmers and users to ensure quality and priority for timely completion.

**TECHNICAL SKILLS**

**Web:** HTML/5, CSS/3, D/XHTML, various CMS (Drupal, Wordpress, WebGUI), Dreamweaver, MS Sharepoint Designer, FrontPage, SNF+, Web Publishing Center, Secure FX/CRT, Reflection FTP, PC Anywhere, Cisco VPN, Google Analytics, WebTrends, NetTracker, InSpyder Insite, HP Virtual Rooms (based on PlaceWare technology), WebEx, Iron Mountain, Hyperion Workspace, iContact, MailChimp, Regonline, Eventbrite, Certain Meetings, RegFox, Qualtrics, SurveyMonkey, FormBuilder

**Programming/Scripting/Databases:** jQuery, JavaScript, PHP, JSON, XML, Google Maps, MooTools, Lightbox, Yahoo Pipes, Dojo, MS Access, MySQL, SQL, Transact-SQL, MS SQL Server Enterprise Mgr and Query Analyzer, Visual Studio.NET, VB Script, ASP, CGI, Perl, Git/Github, CVS, SVN, LogiXML Report Writer

**Graphics/Media Applications:** Adobe Creative Suite

**Office Tools:** MS Office, Visio, Sharepoint

**Platforms:** Windows, Mac OS, DOS, UNIX

**EDUCATION**

- Ongoing courses in web technologies
- Bachelor of Science, California Polytechnic State University, San Luis Obispo, CA
- Associate of Arts, College of San Mateo