

**CONTACT INFORMATION**

1355 South Holly Street  
Denver, CO 80222

[forrest@forreststewart.com](mailto:forrest@forreststewart.com)

303.834.7507

**SUMMARY**

I'm an experienced interactive manager with a rare blend of technical, editorial, management, and marketing skills who thrives in a collaborative environment.

**SKILLS****INTERACTIVE PRODUCTION & MANAGEMENT**

Skilled in the creation and implementation of interactive project plans that ensure quality deliverables. Able to quickly define and wireframe engaging web sites using industry standard tools like OminGraffle and Photoshop, and bring designs to life using PHP, MySQL, CSS, JavaScript, and HTML.

Proficient with mass email campaigns, social networking tools like Facebook and Twitter, display advertising, and click-through ads. Ability to assess the effectiveness of UI components, search campaigns, and marketing initiatives with tools like Google Analytics, Omniture, and Website Optimizer.

Exceptional communication and interpersonal skills. I work seamlessly with internal stakeholders and outside vendors to successfully manage new initiatives and ongoing projects.

**USER INTERFACE DEVELOPMENT**

Extensive experience designing and coding compelling interfaces that guide end users through complex workflows and clearly explain esoteric concepts. Proficient with emerging UI concepts and implementation tools like AJAX, jQuery, Script.aculo.us, and Sencha.

**JOURNALISM & TECHNICAL WRITING**

Innovative in the use of words, photos, video, and data as storytelling tools. Familiar with a variety of content management applications used by organizations across the U.S., as well as common blog CMA's like WordPress and Joomla.

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## EMPLOYMENT EXPERIENCE (current)

### WEB CONTENT MANAGER, [Colorado School of Mines](#) [2008 - present]

*Colorado School of Mines is a leading research university devoted to engineering and applied science.*

- Managed design, development, and maintenance of several large web properties, including [Mines.edu](#), [Inside.Mines.edu](#), and [Trailhead.Mines.edu](#). Functioned as a liaison between administrative, academic, and vendor stakeholders to ensure finished products are easy to use, engaging, and meet the overall needs of the Mines community.
- Worked as an integral part of the public relations and IT teams to re-brand Colorado School of Mines and update key web properties, including [Mines.edu](#). These marketing efforts led to a 40% increase in undergrad applications over an 18 month period. Recently completed an end-of-year evaluation of Mines.edu that resulted in several incremental improvements to the site.
- Defined a new product mission for [Trailhead.Mines.edu](#), the Mines campus portal. Designed, coded, and deployed a new front end that supported this mission, and brought the portal into alignment with established Mines branding standards.
- Collaborated with dozens of campus departments and organizations to migrate several thousand static HTML web pages into a new CMS over a 12-month period. Handled all training and documentation.
- Oversaw production and design phases of [Discover.Mines.edu](#), a video-heavy microsite geared toward prospective students. Integrated site analytics and social networking components to track use and increase brand awareness. Evaluated and reworked the site's promotion strategy, resulting in an 85% increase in traffic.
- Established and enforced campus-wide web content best practices for branding, navigation, presentation, and page structure. Developed several sets of web templates and tools to support unsupervised site development efforts.
- Worked with third-party vendors to define and implement UI improvements to the Mines content management system. These improvements were based on an ongoing cycle of design, feedback, evaluation, and implementation.
- Implemented Google Analytics accounts for several Mines web properties. Instructed the community on the value and basic use of web analytics.

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## EMPLOYMENT EXPERIENCE (past)

### SENIOR INSTRUCTIONAL DESIGNER, [IP Commerce](#) [2007 - 2008]

*IP Commerce provides the world's first open commerce network, delivering on-demand access to the next generation of electronic payment services.*

- Designed and built interactive elements and marketing videos that explain the value of IP Commerce products to merchants. Managed all phases of production, coordinating efforts between IP Commerce and software company partners.
- Worked with stakeholders and subject matter experts to create technical documentation for IP Commerce products and services; worked with sales and marketing to re-purpose that material for online promotion.
- Assisted in the design and development of [Commerce Lab](#), a web portal designed to help end users learn how to use IP Commerce SDKs.

### MULTIMEDIA PRODUCER, [RockyMountainNews.com](#) [2005 - 2007]

*RockyMountainNews.com was the online arm of the Rocky Mountain News, Colorado's oldest news organization.*

- Designed and developed award-winning special coverage initiatives like Final Salute, the Joe Nacchio Trial, and Denver by the Numbers.
- Defined breaking news procedures that transformed RockyMountainNews.com into a reliable source for local and national updates.
- Covered local and national news on RockyMountainNews.com. Rewrote print headlines, captions, and story summaries to better serve online news consumers.

### WEBMASTER, [CNN.com](#) [2003 - 2005]

*With over 28 million average monthly users, CNN.com is the world's leading online destination for news.*

- Created and maintained web pages and other online content, including video and interactive galleries. Managed overall site integrity. Ensured all news pages adhered to strict CNN.com code, design, and editorial guidelines.
- Wrote compelling teases and headlines, tracked page ratings and edited photos to boost click through rates and site ratings.

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## FREELANCE EXPERIENCE

### WEB SITE CONSULTANT

*As a freelance designer and developer, I've worked with numerous businesses to develop web sites that engage users and deliver measurable results, often on very limited budgets. Recent projects include:*

- [MichaelMadiganAuthor.com](#): A promotional site for Denver author Michael Madigan. Mike has produced two great books about Denver history: **Heroes, Villains, Dames, and Disasters**, and **Historic Photos of Denver in the 50s, 60s, and 70s**.
- [LakewoodEdge.com](#): A hyper-local news site based in Lakewood, CO. Run by a former Rocky Mountain News reporter, Lakewood Edge focuses on Lakewood issues, and is typically ranked #2 (behind only the Denver Post) in search results.
- [JuniorOpenWheelTalent](#): The top blog about amateur open wheel racing in the U.S. Makes heavy use of social networking auto-publishing.
- [BeatStudies.com](#): Beat Studies is an independent record label based in Atlanta, GA. In addition to producing music, they focus heavily on community outreach and education. This site uses WordPress as a content management system.
- [WhoKilledTheRocky.com](#): A microsite designed to gather community opinion associated with the closure of the Rocky Mountain News. Used AJAX techniques to streamline the user interface and social promotion to drive traffic.
- [EdelweissFurniture.com](#): A showcase of the company's antique restoration and high-quality refinishing services. Implemented a photo gallery that site owners can easily update via email.
- [GJHair.com](#): A striking web presence for a hair salon that speaks to a youth market. Created a web-based application to automate client scheduling and site updates.

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## RECOGNITION

### [Associated Press Colorado: 1st Place, Online Feature](#) [March, 2007]

Beat all other Colorado newspapers for best online feature presentation with The Border Within, an examination of immigration enforcement in Colorado.

### [Pictures of the Year: 1st Place, Multimedia Story or Essay](#) [March, 2006]

This prestigious multimedia award comes as a result of my work on Final Salute, the story of a Marine casualty assistance officer.

### **TV Arts & Sciences (Emmy) Award: Special Coverage** [September, 2002]

Received an Emmy award as a result of contributions to CNN-USA's special coverage of the events of 9/11.

## EDUCATION

B.A., Broadcast Production Management, University of Colorado, Boulder, Colorado. December, 1998