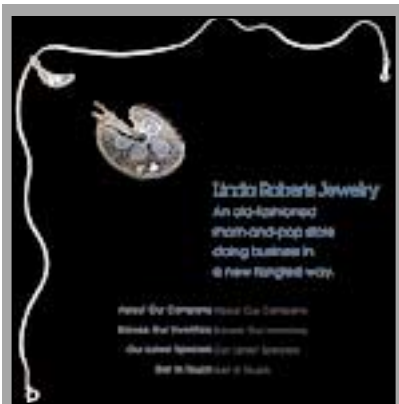


GL Marshall



Seven years. More than 70 sites. Half a dozen intranets. Two big e-learning projects. I've left behind solid work in team settings, and my solo stuff has been pretty good, too.

I came to this field after a 16-year career in the news business. In 1996, I got a hunch that this Web thing might take off. Pulled 20 all-nighters my first year; if I didn't know how to do something, I cracked the books and figured it out. By 1997, I led the company in billable hours. In 2000, I applied to a national Web development company (iXL) just to see if I was good enough. I got the job.



When bandwidth was the issue, I specialized in download optimization. When the Web got cluttered, I specialized in search engine recognition and cross-browser compatibility. When sites got overrun by technology and sprawl, I specialized in usability and information architecture. My current, big-picture, visionary sort of thinking involves PowerPoint and how to design information so people can take more away from takeaway materials. A content management system is one thing – creating quality content to manage is another.



I'm fluent in Photoshop and Dreamweaver, I know the supporting apps (QuarkXpress, Illustrator, the Acrobat and MS Office suites, Fireworks, Freehand, BBEdit, Visio, Graffle). I have worked in Flash, though I don't claim expertise, only basic knowledge. I've always been a fast learner and despite some high-blood-pressure moments, I've always been able to deliver. I got a ColdFusion site dumped on me – without any training – back at my old job, and was still able to deliver on time.



I should tell you that while doing information architecture work for two Virginia counties, they used your site as an example of quality. I should tell you my girlfriend lives just off Shore Drive and that I probably spent 100 days in your city this year. And I should tell you that if you are looking for someone who understands deadlines, budgets, leadership and team dynamics, I'm your guy.

So thank you for your time and consideration. What follows is a resume, a proficiencies page and a projects list. And since you asked for three URLs, my last solo design-and-develop site was www.hilldrup.com; my last public site as part of a team (I was the developer) was www.girlscoutcookiesabc.com. Details and other examples of my work can be found at www.glmarsshall.com.

GL Marshall

CONTACT INFO

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PROFICIENCIES

QuarkXpress, Photoshop,
Dreamweaver, the MS Office
Suite, the Acrobat Suite,
FrontPage, Freehand, Illustrator,
Visio, Graffle, Flash and BBEEdit,
among others.

EDUCATION

An Ohio University journalism
major with a double minor in
history and philosophy. I paid
my entire way and left college
with a student loan debt of exact-
ly \$300.

PERSONAL

Born 1-12-1958.
Happily divorced.
Avid reader.
Experienced campologist.
A potato chip bag collector.

March 2001 – Oct 2002: Venturi Technology Partners

Information architecture, Web design and development, e-learning, sales support and marketing – even some technical writing. Clients included non-disclosable e-learning projects for two industry giants. Web site work included www.girlscoutcookiesabc.com, www.seniornavigator.com and www.hilldrup.com.

Aug 2000 – March 2001: iXL

Jack-of-all-trades member of Emerging Enterprises team. Duties ranged from client-facing disciplines to information architecture and HTML development. Clients included Owens & Minor and the law firm of McCandlish-Kane.

Nov 1998 – Aug 2000: Freelance Web Consultant

Clients included the Commonwealth of Virginia, Patricia Cornwell and Reynolds Metals.

Jan 1996 – Nov 1998: Xperts / MacXperts

Self-taught websmith, a specialist at pitch meetings and well-received seminar presenter. Clients included Capital One, The Weather Channel, Chesapeake, Scott & Stringfellow and Paramount's Kings Dominion.

Jan 1994 – Jan 1996: Sabbatical

Wrote a mystery novel, "Escape From Heaven," notable in part because the characters are named after interstate exit ramps.

Aug 93 – Jan 1994: Clute for Senate

Short stint trying to turn a political neophyte into a legitimate political challenger. Peers considered me a natural spin doctor.

Aug 1982 – Aug 1993: United Press International

Eleven years as a wire-service journalist, including a year as bureau chief in charge of statewide operations. Wrote broadcast and print on beats ranging from sports to politics, finance to features.

1976-1982: Other News Outlets

Started with a weekly, covering football games in which I played. From the Ohio University Post, I interned with the Cincinnati Enquirer, the Cleveland Plain Dealer, and the Associated Press in Tel Aviv. Other stints included The Chillicothe Gazette and the Queen City Suburban Press.

GL Marshall

The Mabel Test

My partner and I are demonstrating the ease of use of a new intranet. We ask for a volunteer, and a murmur goes through the crowd. "Mabel." "Yeah, Mabel - she hates computers."

So up to the front comes a shy elderly lady, and after we show her a bit about how a drag pad works on a laptop, she's clicking away, her work shown to all by way of projector. And she nails it. Finds everything she needs in three clicks or less.

I've never forgotten that lesson. Jedi-master programmers know more about computers than the end-user. You can never forget the end-user. And I can never forget Mabel.



INFORMATION ARCHITECTURE

The structure and flow of a Web site is crucial to a good end-user experience. Information architects balance what the client wants to say with what the browsing visitor is looking to find. The work can include everything from traffic analysis to focus-group, user testing.

SEARCH ENGINE RECOGNITION

Good search engine rankings start with solid construction techniques (including meta tag, page title and keyword coordination). Submission services are overrated, especially if the pages are not spider-friendly to begin with.

WORDS + PICTURES = CONTENT IS KING

Studies show people don't read Web pages, they scan them – and that puts a premium on typographic hallmarks such as bold-face type and bullet points. Effective Web writing also carries a sense of tone; establishing credibility in a virtual realm begins with the voice. The techniques to do this come straight from broadcast writing.

DOWNLOAD OPTIMIZATION

Beware the myth of increasing bandwidth; increasing the lanes on a highway always increases the number of cars.

CROSS BROWSER COMPATIBILITY

Clients need to know that covering 80 percent of all browsers is an easy task, and that trying to cover every possible browser is an expensive task. The simpler the page design, the lower the debugging costs.

PLAYING WELL WITH OTHERS

Graphic design is a field where there are no facts, only matters of opinion of and taste. Knowing how to talk to clients, knowing how to positively critique a peer; these are valuable skills. In many corporate or consultancy settings, psychology is as valuable as technical competency.

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2002

A lot of do-gooder clients, the Christian Children's Fund, Senior Navigator, the Family and Children's Trust of Virginia; www.girlscoutcookiesabc.com – even an educational presentation for the Virginia Department of Forestry. Also did a number of technical manuals, presented in both Web and print format.



2001

E-learning projects for two Fortune 100 companies that were sophisticated and very cool, but are totally non-disclosed. Handled the design and development for www.hilldrup.com, and started the year working on a total revamping of TED, the Owens & Minor intranet.



2000

Developer on Web sites for the McCandlish-Kane law firm and the venture capital company Monument Capital. Designer and developer for two more Reynolds Metals sites and www.broznews.com; designer of a Web site for a white-collar crime summit.



1999

Designer and developer of sites for an award-winning jeweler and a Civil War-era band (www.southern-horizon.com). Did a portal for the Virginia Secretary of Public Safety, did three sites for a property company, including www.monroeproperties.com. Also did three sites for Reynolds Metals and the first iteration of www.patriciacornwell.com.



1996 - 1998

Information architecture for Paramount King's Dominion, designer and developer on projects for The Weather Channel, Scott & Stringfellow and Capital One. Part of a team that put a paperless information system inside a paper mill (an all PDF intranet). Did five versions of the MacXperts / Xperts Web site, and too many small sites to even list. Incredibly, my second-ever site, www.jamesriverplantations.org, remains virtually unchanged from March 1996. Remember when click-here links needed exclamation marks?