

Mark Holberg

Web Designer & Developer, Business Owner, WayNorth, LLC

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Qualifications

- **Web developer:** Expertise in site design, Web coding and scripting, databases, traffic analysis, content management systems, and e-commerce.
- **Content creator:** Writer, editor, graphic designer and photographer.
- **Project manager:** Define scope and requirements, evaluate products, coordinate work between vendors and clients, design workflow, conduct training and create documentation.
- **Computer system and support manager:** Experience with numerous operating systems and applications for servers and desktops, networking and Internet.
- **Educator:** College level Web design instructor.

Experience

Owner of Web development and consultancy business – WayNorth, LLC, since 2007

- Design and create Web sites, and provide project consulting and training for businesses, organizations and online merchants.
- Employ Joomla! CMS, HTML, CSS, XML, JavaScript, PHP, and SQL to create Web sites for principal Web server environments.
- Work extensively with Adobe Creative Suite, as well as coding and Office applications.

Adjunct and Continuing Education instructor, Jefferson Community College, 2007-2008

- Teach introductory Web design course and conduct workshops at local community college. Students designed and developed Web sites as part of course curriculum – several of which were full-fledged websites.

Webmaster: Car-Freshner Corporation, Watertown, NY, 2005-2007

- Develop and maintain multiple company Web sites, including corporate presence, online product database and e-commerce.
- Plan and design Web sites, coordinating work between several departments.

Producer and project manger: Syracuse.com, Syracuse, NY, 2003-2005

- Maintain and update online news site with hundreds of thousands of users.
- Develop and manage multimedia content, including audio and video Webcasts, and Webcams.
- Liaison to affiliates, content partners and clients. Enhance existing projects, develop new projects.

Systems editor: Watertown Daily Times, Watertown, NY, 1996-2003

- Convert newspapers to electronic publication, design and manage editorial production.
- Supervise five production workers and computer system analyst.
- Systems and network administrator in a networked publishing environment consisting of more than 100 servers and workstations running Windows, Mac and UNIX operating systems.

Education

- MS in journalism: Picture Editing curriculum, Scripps School of Journalism, Ohio University
- BA in history: St. Lawrence University, Canton, NY