

BRIAN O. CASS

WEB PROJECT MANAGER / DEVELOPER

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SUMMARY

Over eight years of project management, web programming, search engine optimization, application integration, and virtual world development experience in both the educational and private sector. Specializing in identifying problems and/or inefficient workflows and implementing solutions that have a significant, positive impact on user productivity.

EXPERIENCE

Director of Web and Technology Services

2005 – Present

Graduate School, Academic Affairs, Undergraduate Studies
Report to Dean of the Graduate School
Clemson University, Clemson, South Carolina

- Build, maintain, and improve web visibility and search engine optimization for the Graduate School and all of its 140+ graduate degree programs with the goal of top 10 placement in major search engine results for key search terms in every program.
- Manage a team of web designers, content writers, web programmers, and IT staff to implement solutions that meet the needs of the university and to further its goal of becoming a Top-20 public research institution.
- Convert the university's predominantly paper application admission process to electronic, complete with an electronic workflow for document imaging and department decision making processes.
- Create an electronic workflow for processing graduate assistantships and tying the university's antiquated mainframe with PeopleSoft as a front-end for hundreds of users across the university. This tool is used for financial record keeping as well as a key decision making aid for the universities top administration during an economic recession.
- Serve as System Administrator on the technology committee of the Virtual World Consortium. Assist faculty from each member institution with developing a virtual world solution for research and/or as an alternative to traditional classroom learning environments.

Relevant Skills

Analytics
 SEO
 Dreamweaver
 Photoshop
 Flash
 Fireworks
 CS3/CS4/CS5
 MS Office Suite
 PHP
 SQL
 MySQL
 MS SQL
 CSS
 HTML/XHTML
 DHTML
 XML/XSL
 RSS
 JavaScript
 AJAX
 Perl
 LSL

Virtual Worlds

Second Life
 Opensim
 Active Worlds
 Teleplace

Imaging

OnBase

Desktop/Server

Linux/UNIX
 Windows All
 Windows Server
 Apache/IIS
 Oracle

- Develop a dashboard to display critical statistics and data elements “at-a-glance” as an aid for top administrators and departments to make key decisions regarding graduate programs.
- Assist in the Banner conversion of the university’s mainframe student information system and data warehouse. Research other institutions that are similar to Clemson University in terms of size and graduate programs, centralized or decentralized.
- Coordinate evaluation teams to perform routine assessments of currently purchased software solutions and update requirement definitions. Lead the team through the procurement process of scheduling vendor demonstrations, evaluation, and selection of new solutions

Help Desk Assistant Manager

2004 – 2005

Division of Computing and Information Technology
Report to Help Desk Manager
Clemson University, Clemson, South Carolina

- Trained new employees for the Computer Help Desk (DCIT).
- Diagnosed and repaired hardware and software problems.
- Served as a virus/network security coordinator.
- Documented policies and procedures for users and staff.

Information Resource Coordinator

2003 – 2004

Division of Computing and Information Technology
Report to Help Desk Manager
Clemson University, Clemson, South Carolina

- Researched university support centers and network operations.
- Identified new solutions to increase efficiency for existing computer/network support as well as new laptop support.

Student IT Consultant

2000 – 2003

Division of Computing and Information Technology
Report to Help Desk Manager
Clemson University, Clemson, South Carolina

- Provided computer, network, mainframe, software, hardware, and general university specific support to students, faculty, and staff in a help desk environment.
- Assisted customers over the phone, in person, or in labs, classrooms, and office space.

PROFESSIONAL ORGANIZATIONS

Virtual World Consortium <http://www.vwconline.org/> 2007 – Present
Founding Member / System Administrator - Technology Committee

Since its conception in 2007, the consortium has grown to include several member institutions including Clemson University (founders), Appalachian State University (founders), George Mason University, North Carolina Virtual Public School, and the University Center of Greenville.

Clemson Web Developers Guild 2010 – Present
Founding Member / Frequent Speaker

Greenville Web Developers Guild 2011 – Present
Member

SKILLS TRAINING AND CONFERENCES

An Event Apart - Boston <http://aneventapart.com/> 2010
Object Oriented CSS, CSS3, Mobile First!, Emotional Interface Design, User Interface Engineering

Hyland OnBase - Certified System Administrator 2007

FREELANCE PROJECTS

Freelance web projects are a source of continuing education. They offer a multitude of challenges, which broaden my understanding of issues faced outside of higher education. These projects require a private server hosted in a data center with full security, redundancy, and 24/7 support. Projects involve full database design and integration with custom interfaces, graphic design, XHTML, CSS layouts and formatting, SEO, e-commerce, registration systems, open source application integration, SSL certificates, domain name purchasing and DNS setup.

EDUCATION

Computer Information Technology 2003 – 2004
Associate in Applied Science
Tri-County Technical College, Pendleton, South Carolina

Computer Information Systems 2000 – 2003
Clemson University, Clemson, South Carolina

REFERENCES

Dr. Bruce Rafert – Vice Provost of Graduate Studies jbruce@clemson.edu
Tristram Aldridge – Director of Graduate Admissions saldrid@clemson.edu
Dr. Barbara Speziale – Associate Dean of Undergraduate Studies bjspz@clemson.edu
Owen Kink – Sr. Web Developer owenmkink@gmail.com
Matthew Lilli – Information Technology Manager / Systems Admin mattl@clemson.edu