

Peter J. Donohue

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PROFESSIONAL EXPERIENCE

Yale University – New Haven, CT

11 / 04 – Present

Web Manager, Center for Interdisciplinary Research on AIDS (CIRA)

- Manage all aspects of CIRA's Web site (<http://www.yale.edu/cira>) and affiliate sites.
- Concept the functionality, technical requirements and design elements for the development of new database-driven Web products.
- Supervise activities of Web developer and data manager throughout product lifecycle.
- Conduct ongoing research to determine how CIRA's Web site can better serve the core needs of the Center, its affiliated scientists and faculty.
- Oversee all Center design elements including CIRA Web sites, annual research summaries and conference posters.
- Research all software and hardware solutions for the Center.
- Troubleshoot staff technical issues as a member of the Yale IT Partners Program.
- ❖ Redesigned CIRA Web site, introducing a new look, architecture, site maintenance plan and several dynamic database components (launched 12/22/05).
- ❖ Purchased and implemented new Windows server for use by CIRA staff and all affiliates for file sharing and workstation backup.

Web Consultant / Site Designer

02 / 03 – 02 / 06

- Authored product plans for re-launch of Web sites including overall strategy, design and functionality, architecture and navigation scheme.
- Created new product areas to help further e-commerce efforts.
- Redesigned and generated bi-weekly email newsletters.
- Hand-coded final HTML layout and design.

weather.com - Atlanta, GA

06 / 98 – 10 / 02

Product Manager, Vertical Products

- Managed the development and marketing of popular product areas including Travel, Driving, Golf and Sporting Events.
- Supervised product teams consisting of a Java programmer, HTML developer, technical project manager and designer.
- Developed successful marketing promotions including sweepstakes and content partnerships with such clients as the PGA TOUR.
- Performed marketplace analyses to assess trends and worked closely with meteorologists to create compelling products.
- Created high-level concept documents, detailed requirements, use cases and storyboards.
- Coordinated quality control, system integration and content publishing with weather.com Technology Team.
- Directed usability research activities to better understand and enhance user experiences.

Corporate Reports - Atlanta, GA
Account Supervisor / Project Manager

02 / 97 – 06 / 98

- Managed projects from inception (e.g., researching client's organization, concepting theme / design, budgeting, etc.) through completion (e.g., production, printing and billing), while monitoring budget and ensuring completion by deadline.
- Sold Web site concept, design and implementation.
- Spearheaded successful new business efforts.
- Served as a liaison between all departments to ensure that the needs of both the client and the company were satisfied.

The Travel Channel - Atlanta, GA
Manager of Co-Production & Acquisitions

11 / 94 – 02 / 97

- Oversaw proposals, from start-up through on-air, project completion.
- Maintained a programming database (e.g., start / end dates, contractual issues, etc.).
- Advised distributors on contractual obligations and provided marketing support.
- Served as a programming liaison to all foreign bureaus (e.g., sister stations in Latin America and Europe).
- Developed portions of channel's Web site such as online sweepstakes and annual coverage of Mardi Gras parade.

The Travel Channel - New York, NY
Program Evaluator

11 / 93 – 11 / 94

- Evaluated proposals and prospective acquisitions.
- Collaborated with producers in cultivating high-level concepts.
- Authored "Program Submission Guidelines" used for prospective distributors.

SKILLS

Web site development, product management, HTML, CSS, XHTML, JavaScript, Web programming languages, Dreamweaver, Microsoft Office, Windows XP, Photoshop, Illustrator, InDesign, content management systems, search engine optimization, information architecture

EDUCATION

Fordham University, Bronx, New York
BA, Communications

REFERENCES

Furnished upon request.