

Meg Houston Maker

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SUMMARY

Creative IT professional with 18 years' experience developing interactive services. Specializes in online communications strategy, e-marketing, online fundraising, and web product management. Works and consults for business, non-profit, and higher education clients. Frequent invited speaker on user experience design and fundraising web strategy.

EXPERIENCE

Dartmouth College | Hanover, NH

Advancement office actively engaged in \$1.3 billion comprehensive campaign

Director of External Information Services, 2004 present

- Web strategist charged with oversight and management of Dartmouth College's fundraising web presence. Develops new online communications to support cultivation, stewardship, online giving, volunteer services, and interactive marketing efforts.
- Works closely with business unit leaders including the directors of the undergraduate annual fund, parents fund, and capital fundraising to identify their online communications goals, then chart product strategy.
- Manages \$200K annual budget, internal staff, consultants, and vendors. Works closely with communications team to develop content strategy for online publications.
- Introduced a comprehensive web analytics program to measure success of all web and email communications. Peers regard system as being in the vanguard for higher education institutions.
- During the course of tenure as director, online giving to the annual fund increased markedly, from \$900,000 in FY04 to \$2.5 million in FY08. In FY2007, the most recent year for which we have comprehensive data, Dartmouth College ranked the first among US higher-ed institution in per-alum online giving.
- Created an online Honor Roll listing donors to the undergraduate annual fund. This site feature, updated daily, pumps over 80% of site traffic via search engine referrers. Honor Roll pages also generate significant online giving activity; classmates want to join the ranks of their peers. Dartmouth's Honor Roll was later used as a model by other higher education institutions.

Web Producer, 2003 2004

- Designed, developed, and deployed web and interactive media products to support annual and capital fundraising.
- Managed projects from initial requirements analysis through delivery and maintenance, including market research, specification, vendor selection, content creation, information architecture, interaction design, graphic design, development, testing, and marketing.

NextMark, Inc. | Hanover, NH

Venture-funded startup for direct marketing research and mailing list promotion.

Director, Product Management, 2002–2003

- As director of product management, responsible for assuring NextMark's web products had the features clients wanted. This client-centric approach helped assure market acceptance for the new startup, and helped NextMark acquire (and retain) over 1,000 paying professional users within its first year.
- Used CRM tools to manage feature requests and bug reports. Structured development release cycles to ensure timely delivery of enhancements. Produced an average of one release per month.
- Customers praised NextMark's quick turnaround on feature requests and responsiveness to their needs.

Information Architect, 2000–2002

- Served as information architect and interaction designer of NextMark's web-based application for direct marketing mailing list research and promotion.
- Responsible for all aspects of user experience design, including specification, interface design, prototyping, information architecture, and front-end development.
- Integrated NextMark technology within client websites, tailoring the look and feel to provide their clients with a seamless online experience. Clients included American List Counsel, one of the largest list business companies in the US.

eMotion, Inc. | Hanover, NH

Hosted business applications provider for digital media asset management

e-Commerce Product Manager, 2000

- Promoted to e-commerce product manager when eMotion acquired FOOTAGE.net and assigned task of designing a digital footage licensing application for the creative services market.
- Served as chief interaction designer. Coordinated engineering and design teams to develop and deploy services. Specified functional and content requirements and drafted product documentation.

FOOTAGE.net | Hanover, NH

Privately funded search portal for film, television, and new media professionals; FOOTAGE.net was successfully acquired by eMotion, Inc.

Web Manager, 1998–2000

- Served as product manager and lead interaction designer, coordinating the work of staff, clients, and technology partners in maintaining FOOTAGE.net and client web portals.
- Designed and deployed branded search sites for clients including National Geographic, NBC News, ABC News, The Image Bank, Associated Press Television News, and CNN.
- Managed publication of over 3 million moving image records across dozens of web channels.
- Designed print and electronic marketing collateral, including banner and button ads, brochures, stationery, and print promotions.

Paddock Music Library, Dartmouth College | Hanover, NH

Academic branch within college library system

Library Specialist, 1995 1998

- Responsible for selection and support of technologies to help staff and patrons in music pedagogy.
- Self-taught HTML, then specified, designed, authored, and built the library's first website.

EFI, Inc. (formerly Logic Associates) | Lebanon, NH

Enterprise software developer for commercial printing industry

Custom Reports Programmer, 1992 1995

- Identified client business needs not met by EFI's off-the-shelf products, then specified, designed, and implemented custom databases and reports to fill the gaps.

Peripherals Repair Manager, 1990 1992

- Managed repair of thousands of peripheral devices installed at customer sites. Revamped existing repair strategy, lowering costs by reducing outsourcing.

Spectra, Inc. | Lebanon, NH

Venture-funded firm developing color inkjet printer

Image Technician, 1989 1990

- Designed digital images to test limits of prototype color inkjet printer. Performed quality assurance and product stress tests.
- Demonstrated product to investors, partners, and prospective customers including Apple Computer, Brother, and NCR.

PROFESSIONAL AFFILIATIONS

Council for Advancement and Support of Education (CASE)

American Institute of Graphic Arts (AIGA)

Upper Valley Professional Web Authors

AWARDS

CASE District I Circle of Excellence: Honorable Mention (2006), awarded for the Dartmouth College Fund Honor Roll of Donors

CASE Faculty Star (2006), awarded to speakers at national CASE conferences who earn high audience ratings

EDUCATION

Dartmouth College, MA Liberal Studies, August 2009 (expected). Completed all coursework with straight High Pass (4.0) average. Currently completing thesis.

Dartmouth College, BA summa cum laude, 1987. Rufus Choate Scholar, Adelbert Ames Fine Arts Award. Member Phi Beta Kappa Society.

SELECTED INVITED SPEAKING ENGAGEMENTS

“Yes, We Do: Reaching Women Online.” CASE Rich Conversations: (Re)Defining Women’s Philanthropy, 18-20 June 2007, Boston, MA.

“An Engaging Experience: Customer-centered Web Design.” CASE Online Strategies: Maximizing Fundraising Results and Alumni Participation, 3 November 2006, Boston, MA.

“Site Bling: Special Functionality for Fundraising.” CASE Online Strategies: Maximizing Fundraising Results and Alumni Participation, 3 November 2006, Boston, MA.

“Optimizing Your Website: Special Functionality and the User Experience.” Ivy Plus Annual Fund Conference, 7 March 2006, New York, NY.

“Designing an Effective Fundraising Web Presence.” CASE District V Annual Conference, 12 December 2005, Chicago, IL.

“Using Qualitative Research to Drive Decisions” Web Conference. Academic Impressions, 19 October 2005, web.

“Entering the Blogosphere: Blogging in Higher Education.” Dartmouth College, 6 October 2005, Hanover, NH.

“Designing an Effective Fundraising Web Presence.” Academic Impressions, 24 August 2005, Westminster, CO.

“Special Functionality to Make Your Site Powerful.” Academic Impressions, 25 August 2005, Westminster, CO.