

## Tara Long Lawner

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### Summary

Product Manager with 10 years experience in all aspects of web site development, demonstrating a proven track record of conceptualizing new features and translating business requirements into marketable products. Strong project management skills with ability to lead cross-functional teams, manage clients and partners, interact with senior management, and implement multiple projects simultaneously with rapid results.

### Experience

**About.com**, New York, NY

July 2002 - Present

Product Manager

- Plan and oversee implementation of new site features and enhancements, including 2004 redesign, featured in *Web ReDesign 2.0* (p. 118). Provide scheduling, testing, guide and partner communications, and other project management functions as necessary for successful product implementation.
- **Sales Product Management** Responsible for defining sales product business rules, creating specifications, and managing product offerings to meet sales goals. Provided custom sales solutions for a myriad of clients including *Visa*, *Earthlink*, *Vonage*, and *Wal-Mart*. Successfully brought Editorial Sponsorship product to market in coordination with editorial, marketing, client services, and technical teams. Transitioned sales product role to two product managers and Ad Operations team, providing training and documentation as necessary.
- Spearheaded implementation of **Video Product**, launching 70 general interest videos and three iterations of the service's cross-platform player. Worked closely with partner and internal teams to define requirements, troubleshoot integration hotspots, review schedules, and present ideas.
- **Partner Management** Managed network conversion of ~93K ecommerce links from *MySimon* to *PriceGrabber*, coordinating partner initiatives with technical team and guide communications. Implemented partnership that brought over 600 videos from Health Video provider into About's Health Video Inventory.

**Tara Long Productions**, New York, NY

September 2001 - Present

Freelance Web Developer

- Provide web site development services including visual design, information architecture, client and server-side scripting, and content management applications.
- Produced sites for a wide variety of clients, including:
  - *South Bronx Classical Charter School* - <http://www.southbronxclassical.org>

- *New York City Classical Guitar Society* - <http://www.nyccgs.com>
- *Gaynes Communications* - <http://www.gaynescommunications.com>
- *Allan Albert Productions* - <http://www.allan-albert.com>

**WorldNow**, New York, NY

May 2000 - September 2001

Interface Developer

- Responsible for application development and network-wide site templates for ASP servicing local media companies.
- Produced and maintained over 40 local television web sites (examples: <http://www.wave3.com>, <http://www.wtkr.com>, <http://www.wtnh.com>).
- Managed cross-departmental deployments in development and production environments.
- Developed content management interface using HTML, DHTML, and JavaScript.

**Datek Online**, New York, NY

January 1999 - May 2000

Web Producer

- Responsible for growth of marketing site and web advertising initiatives.
- Worked closely with internal clients, developers, designers, and programmers to successfully execute new projects.
- Managed inter-departmental workflow with four-person development team.
- Directed production and coding of October 1999 site redesign.

**DecisionTree** (now Dynamic Logic Inc.), New York, NY      October 1996 - January 1999

Project Manager

- Responsible for daily operations as manager and founding member of online market research firm.
- Developed over 100 interactive surveys.
- Developed several internal web projects, including site redesign (featured in Mecklermedia's *Internet World*), online marketing demonstration, and intranet.
- Designed banner advertisements and arranged for their strategic placement with Doubleclick and 24/7 ad networks.

**Technical Skills**

HTML, CSS, JavaScript, XML/XSL, PHP, ASP, SQL, Perl

**Education**

**Mount Holyoke College**, South Hadley, MA

May 1996

Bachelor of Arts degree with High Honor

Major: Psychology; Minor: English, Mary Lyon Scholar