

NOREEN Y. WHYSEL

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SUMMARY

Website and digital strategy consultant with over 20 years of internet, research and analytics experience. Independent and resourceful professional with outstanding customer relationship management, team management, organization and communication skills.

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT

1997-present

Principal, New York, NY

Operations Manager, INFORMATION ARCHITECTURE INSTITUTE (IAINSTITUTE.ORG)

2005–present

- Lead an international volunteer team on website localization projects, content sites and technology projects.
- Develop strategy, administration and coding for open source technology projects, including web maintenance, email, list servers, job board, online library/data repositories and mentor management program.
- Maintain website projects, branding and social networking outreach programs; write calendar and news items.

Online Community Mapping Consultant, MUNICIPAL ART SOCIETY (MYCITI.ORG)

2003–2006

- Developed use strategy and training for myciti.org, a pilot interactive map and geographic information system; worked with NYC community boards and technical developers to optimize website usability and functionality.
- Developed outreach programs to locate and train additional user populations, particularly education, housing and community development organizations. Create updated website design for ongoing project.

Operations Manager, Global Website Team/US IT, PRICEWATERHOUSECOOPERS LLP

1998-2002

- Prepared functional requirements/specifications to further automate web communications process, improving routing accuracy and capturing multi-language feedback; reduced non-lead processing time by 100%.
- Developed key website metrics reports monitoring server performance, link integrity and search log analysis.
- Redesigned Contact Us user interface; enabled more relevant inquiry routing and lead tracking.
- Managed content inventory processes, search optimization/meta-tagging and link management.
- Supported planning of a quality assurance process for a successful, large-scale database transition.
- Performed quality assurance on new web pages; deployed pages to presentation server.

Consultant, VARIOUS CLIENTS

1997-present

- Co-produced a 9/11 ten year retrospective geo-symposium with the NYC Office of Emergency Management.
- Redesigned corporate website and developed online communication strategy for Alaric Compliance Services.
- Ongoing weblog editing and real estate market research consulting for MacCrate Associates LLP.
- Created and implemented a design solution for a Sharepoint intranet portal for Cushman & Wakefield.
- Created a 50-page website and marketing strategy for real estate advisor, MacCrate Associates LLP; prepared presentation graphics and real estate analyses for numerous real estate projects; assisted with blog.
- Conducted real estate technology survey of 45 executives for Price Waterhouse and the Urban Land Institute.
- Developed message boards and content for The Counselors of Real Estate website.
- Researched and developed new test items for the redesign of Brainbench.com's Internet Research & Evaluations (U.S.) exam. Previously acted as a content expert and validator for the beta of this test.
- Developed search engine optimization and promotion strategies for The World Music Institute, Italian-American Chamber of Commerce and the Martha Entenmann Tinnitus Research Center.

PRICE WATERHOUSE LLP

1991-1997

Research Associate, Real Estate Valuation/Advisory Services Group, New York, NY

- Initiated electronic research and reporting strategies, including internet research, proprietary database systems, geographic information systems, digital photography, and satellite imagery.
- Published 11 articles, five surveys and various presentations on information technology and real estate.
- Developed and maintained a national library of real estate resources; created market reports for appraisals.

PRO-BONO EXPERIENCE

- AMERICAN MUSEUM OF NATURAL HISTORY, *Web Developer*** **2003-2006**
- Developed an interactive bird classification website prototype for the Assembling the Tree of Life project, funded by the National Science Foundation; created Vietnam expedition website, including a slide show and database for field notes; optimized and indexed several hundred images. (research.amnh.org)
- BEHIND THE BOOK, *Information Architect/Web Designer/Communication Consultant*** **2005-2006**
- Performed a website usability analysis and redesign plan. Developed new information architecture to improve information access by target audiences, removed extraneous code and graphics and streamlined content reuse strategy to create a leaner, faster site. (behindthebook.org)
- COLUMBIA COLLEGE WOMEN, *Mentoring Chair*** **1992-2009**
- Created and lead the first mentoring program to utilize the College's alumni e-community; developed processes for matching current students with alumnae for an annual mentoring program, recognized as a model program.
- GISMO, *Webmaster/Outreach Coordinator*** **1992-present**
- Created website for an organization of geographic information systems users; administer online community; creating a community blog with the New York State GIS/LIS Association to cover GIS and data sharing.
- VIRTUOUS REALITY INTERACTIVE, INC., *Board of Directors*** **1997-2000**
- Administered activities of a not-for-profit organization, providing new media consulting to other not-for-profits.
 - Taught internet classes to Lakota youth groups at a South Dakota reservation.
 - Developed content, strategy and interaction design for prototype CD-ROM games and websites.

EDUCATION

COLUMBIA COLLEGE, *Bachelor of Arts in Psychology*

COMPETENCIES AND TECHNICAL SKILLS

COMPETENCIES: Web design and administration, information architecture, usability research, user experience design, interviewing, search log analytics, content inventory, wireframes, metadata, database design, policies and procedures documentation, technical writing, technical/functional requirements, research methods, taxonomies, data analysis, geographic information systems, project management, mentoring and mentor training, training and outreach for volunteer organizations, community groups and non-profit organizations.

TECHNICAL SKILLS: MS Word, Excel, Powerpoint, Access, Adobe Acrobat, Illustrator, Photoshop, Dreamweaver, Fireworks, SharePoint, MovableType, WordPress, WebTrends, Google Analytics, HTML/DHTML/XHTML, CSS, MySQL, Javascript, CGI, and PHP coding. Experience with LAMP, .NET, Google and open source frameworks.