

Cody Shelburne

Home Address:

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Business Address:

CNN ImageSource

One CNN Center, 12N

Atlanta, GA 30303

(404) 878-2448

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PORTFOLIO: www.informationdesigndynamics.com

SKILL SET:

Web Standards: HTML, CSS, Javascript, XML

Adobe Creative Suite: Photoshop, Illustrator, Flash, Dreamweaver, After Effects

Editing Platforms: Final Cut Pro, Pro Tools, Avid

Office: MS Word, Excel, PowerPoint

EXPERIENCE:**► Website Administrator** CNN ImageSource • (09/2008 to present)**ACCOMPLISHMENTS:**

- Developed curated video galleries using open source software, at no cost to the business, resulting in over \$90,000 in new revenue.
- Implemented automated website registration process with email verification, creating an efficiency of 20 hours per week in staff time.
- Designed workflow and UI for downloadable screener site functionality, a free client service that shortened the sales cycle.
- Produced and edited HD demo reel and designed HD landing page to promote HD content (www.cnnimagesource.com/hd).

DUTIES:

- Create and implement long term website development roadmap, and project manage roadmap against allocated capital and operational budgets
- Manage direct labor operational budget allocation for website development and maintenance and communicate ROI to the staff and upward to management
- Collaborate with DMT News & Finance on website enhancements
- Manage Omniture website analytics suite; distribute analytics data to staff; measure results of online marketing efforts
- Manage workflow of daily video banner postings, including editorial content selection, editing videos in Final Cut Pro, and posting to website with XML backend UI
- Track client activity such as logins, screeners, research requests and orders with site admin tool
- Manage the CNN ImageSource brand in the social media space, including Twitter and LinkedIn.
- Create customized one sheets for top tier clients in Adobe Illustrator
- Design eNewsletters and distribute to client opt-in distribution list
- Serve as site administrator for Webex software and lead webinars for client groups

► Web Services Manager • Tampa-Hillsborough County Public Library • (01/ 2006 to 07/2008)**ACCOMPLISHMENTS:**

Power Search design adopted as a widget by Cengage Learning/Gale.

Saved HCPLC \$58,000 in budgeted web outsourcing funds.

Redesigned library locations page with Google maps API to be more efficient and user friendly.

Served as project manager for the Horizon enterprise software systemwide upgrade.

Implemented, created and managed online art catalog project.

DUTIES:

- Online Public Access Catalog (iPac) System Administrator
- Manage and create new content for hcplc.org, thpl.org domains for library system
- Responsible for troubleshooting all aspects of the library's electronic resources
- Redesigned the following portions of hcplc.org: Just for Kids, Find a Good Book, Databases & Websites, Library Locations, Hillsborough Remembers Oral History Collection
- Implement Web 2.0 technologies such as RSS, blogs

► Reference Librarian/Webmaster • Selby Public Library • (01/ 2004 to 12/2005)**DUTIES:**

- Library Website Content Manager, responsible for project management and implementation of 3rd party content management system.
- Public Computer Instruction – teach classes for public using the electronic presentation system.
- Site Coordinator, Ask a Librarian.

► Reference Librarian • Fort Myers Public Library • (06/2001 to 12/2003)**DUTIES:**

- Moderated Monthly Book Discussion Program
- Maintained Florida Government Documents Collection
- Managed McNaughton Book Leasing Program
- Committee Member, LCLS Long Range Planning Process

EDUCATION:**► M.L.I.S., Library & Information Science, The University of Alabama • 2001**

- Cumulative GPA: 3.87
- Assistantship: SLIS Computer Lab
- Internship: University of Alabama Press, Editorial Dept. • June-Aug. 2000

► M.A., English • University of Montevallo • Montevallo, Alabama • 1994

- Cumulative GPA: 3.7
- Thesis: Bridge of Poverty, accepted by committee, Dec., 1994

► B.A., Psychology • Auburn University • Auburn, Alabama • 1993**PROFESSIONAL DEVELOPMENT & TRAINING:**

- Final Cut Pro Training, November 2009
- Websense Engineer Training, April 2008
- Flash 8 Professional, February 2007
- Diversity Workshop, April 2006
- Photoshop CS, March, 2004
- Microsoft Access level I & II April, 2002
- Customers First Workshop, March 2003
- Intellectual Freedom Training, October 2002
- Business Etiquette Workshop, July 2002

PUBLICATIONS:

- "Flight, Gravity, and The Cardinal Heart." The Chattahoochee Review XV/2, Winter 1995: 100-104.
- "Field Trip." Alabama Bound: Contemporary Stories of a State. Livingston: Livingston Press, 1995: 138-142.
- "The Talented Mr. Ripley: A Review from the Read a Good Movie Lately? Book Discussion Series at the Fort Myers Public Library." Fort Myers Scene, Apr./May 2002: 39.