

# *Elizabeth Nisler*

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## ***TECHNICAL SKILLS***

- ◆ Proficient with hand-coded HTML, Open Market's Internet Publishing System (IPS), HomeSite, TextPad, MS Visual InterDev, BBEdit, FrontPage, Photoshop, ImageReady, Fireworks, Illustrator, QuarkXpress, PageMaker, FrameMaker, MS Word, MS Excel, and WordPerfect. Competent with JavaScript, CSS, SQL, XML, Unix and Java.
- ◆ Familiar with both Macintosh and Wintel platforms.

## ***EXPERIENCE AND WORK HISTORY***

### **NEW YORK TIMES DIGITAL, THE NEW MEDIA DIVISION OF THE NEW YORK TIMES COMPANY**

#### *WEB DEVELOPER (4/00-7/01):*

- ◆ Maintained and developed GolfDigest.com, creating dynamic, IPS-ready templates by converting HTML into Open Market's proprietary XML-compliant code, creating and querying database tables, and working within IPS's Catalog Tool and Xcelerate tools.
- ◆ Created a registration-based online voting system where users could rate and comment on over 5,000 golf courses.
- ◆ Built both editorial and promotional mini-sites and performed site-wide updates and modifications.
- ◆ Trained team members on the use of Open Market's Internet Publishing System.
- ◆ Built templates for other New York Times Digital properties (www.nytimes.com).

#### *INTERNET CONTENT SPECIALIST (9/99-4/00):*

- ◆ Assisted in the relaunch of GolfDigest.com, populating a database (via a homegrown content management system) with current as well as past articles and images from Golf Digest's three print golf magazines.
- ◆ Trained team members on the use of the content management system, Photoshop, graphics optimization, and basic HTML.
- ◆ Crunched site logs using WebTrends Enterprise Suite.

### **CMP MEDIA INC., A TECH-FOCUSED EDITORIAL AND NEW MEDIA COMPANY**

#### *ONLINE PRODUCER (1/99-7/99):*

- ◆ Produced and maintained six company Web sites, including Computer Retail Week, Computer Products University, Computer Retail Web, Channel Information Services, Retail XChange Conferences, and Channel Advocate.
- ◆ Created and hand-coded pages, developed and optimized graphics, managed content, and coordinated with editors, managers and developers on various projects.

#### *WEB PRODUCTION ASSISTANT (3/98-1/99):*

- ◆ Assisted in the maintenance of Computer Retail Week's three Web sites, coding pages, posting stories, and manipulating, optimizing and creating graphics.
- ◆ Created and edited online and print content, including reviews and news stories.

### **THE CHRONICLE, HOFSTRA UNIVERSITY'S WEEKLY NEWSPAPER CIRCULATING 6,500**

#### *EDITOR IN CHIEF (6/97-12/97):*

- ◆ Served as chief executive of Hofstra's Associated Collegiate Press All-American weekly newspaper.
- ◆ Wrote editorials, directed editorial and business matters, edited all copy and flats, and recruited and trained staff.

#### *MANAGING EDITOR (12/96-6/97):*

- ◆ Assisted Editor in Chief with day-to-day running of the newspaper.
- ◆ Worked closely with section editors to achieve better communication, writing and overall quality of the newspaper.

#### *COPY EDITOR (11/95-12/96):*

- ◆ Edited all copy for A.P. style and grammar, and worked with writers and editors to improve quality and clarity of writing.

## ***EDUCATION***

### **HOFSTRA UNIVERSITY, LONG ISLAND'S LEADING LIBERAL ARTS AND BUSINESS SCHOOL**

- ◆ B.A. in History; minor in English. Graduated May 1999. Grade Point Average: 3.95, Summa Cum Laude.
- ◆ Tutored in University Tutorial Program, teaching college-level Math, English and Spanish to fellow students.
- ◆ Awards and honors include Phi Beta Kappa, Provost's List, Dean's List, Who's Who Among Students in American Colleges and Universities, Distinguished Full Academic Scholarship, Upperclassman Scholarship, Robert C. Byrd NY State Scholarship, Phi Alpha Theta (History honor society), Phi Eta Sigma (Freshman honor society), Golden Key National Honor Society, The National Dean's List, Bovenaan Award, Freshman/Sophomore Recognition Award.

***REFERENCES, LINKS, CLIPS AND SALARY HISTORY FURNISHED UPON REQUEST.***

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