

Noah D. Masterson

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www.noahmasterson.com

Veteran of online media, with over 10 years of experience developing Web sites. Diverse background in financial services, marketing, journalism, Web design, and book publishing. Strategic thinker with tactical, hands-on experience. Proven ability to inspire creative and technical teams to excellence. Early adopter of social media, developing blogs since 2000. Quick learner; highly adaptable to any corporate culture.

Key qualifications include:

- Large-scale project management
- Budget management
- Fluency with multiple content management systems (including Drupal, RedDot and Joomla)
- HTML/CSS/javascript
- Web analytics, including WebTrends and Google Analytics
- Adobe Dreamweaver and Adobe Creative Suite (including InDesign)
- Solid understanding of and participation in social media/Web 2.0
- Expertise with blogging software (including Wordpress and Movable Type)
- FINRA Series 6, 63 & 26 Licensed
- Audio & video recording and editing experience

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT

2010 – present

Strategic consultant and project manager, with specialty in financial services, technology, and nonprofit organizations. Clients include Calvert Investments, the Sustainable Investment Research Analyst Network (SIRAN), Grupthink, and the Healthy Mothers, Healthy Babies Coalition.

- Ongoing project management for Calvert Investments (see below). Led team to implement complex SEC rule requiring investment firms to provide summary prospectuses online.
- Strategic consulting for two technology companies on marketing, media planning, customer retention, and web analytics.
- Website development for several nonprofit organizations with training provided so the sites could be maintained in-house by non-technical staff.

CALVERT INVESTMENTS, BETHESDA, MD

2005-2009

Senior Manager of E-Commerce (2006 to 2009)

Promoted to lead Calvert's award-winning e-commerce team and charged with overhauling its Web site. Managed a cross-functional team comprising Marketing and IT personnel. Oversaw all creative direction and design execution for Calvert.com and DC529.com. Supported electronic communications to financial advisors, shareholders, institutional investors, and internal clients. Enhanced Calvert's Web presence through search-engine optimization, media purchases, and Web 2.0 outreach campaigns. Managed \$500,000+ annual budget. Oversaw one direct report plus freelance writers, designers, and consultants.

- Project manager for massive website redesign that features a flexible, standards-based infrastructure (see www.calvert.com).

- Project manager for overhaul of popular web application, “Know What You Own” (www.calvert.com/kwyo), which allows users to see if their investments include companies that have poor environmental, social, or governance records, or have ties to oppressive regimes such as Sudan or Burma.
- Developed website registration process that was a first of its kind in the financial services industry.
- Developed weekly and monthly web analytics reports, as well as a “sales dashboard,” which delivers actionable reports on user activity.
- Ran Google Adwords campaign for launch of new mutual fund, capturing over 1,000 leads.
- Developed infrastructure for online selling systems for financial advisors to use with clients.
- Redesigned website for institutional investors.

Senior Manager of Production (2005-2006)

Hired in 2005 as a jack-of-all trades who could manage production of marketing materials, from concept to printing to posting online. Also responsible for maintaining brand standards in all internal and external communications.

- Developed actionable reports on literature usage, which provided managers the data they needed to prioritize projects.
- Developed production and usage metrics for inclusion in reports to Calvert’s Boards of Trustees.
- Managed rebranding of all marketing materials resulting from corporate merger of parent company with another entity.

U.S. GLOBAL INVESTORS, SAN ANTONIO, TX

2003-2005

Marketing Manager

Joined U.S. Global Investors as a writer in 2003 and was promoted within three months to Marketing Manager. Oversaw the production of all marketing communications through all mediums, including annual and semi-annual reports, sales literature, shareholder reports, corporate brochures, advertising, and sales presentations.

- Developed landing pages and managed Google Adwords and Yahoo Search (formerly Overture) advertising campaigns, which delivered leads to our sales department.
- Wrote President’s letters for annual and semi-annual reports.
- Managed in-house staff of graphic designers, marketing coordinator, and Web developer.
- Used homegrown content-management system to maintain content on company Web site.

SEGUIN DAILY NEWS, SEGUIN, TX

2003

Staff Writer and Web Developer

Temporary assignment upon my (initial) arrival in Texas.

- Built CMS and redesigned affiliate Web site.
- Contributed daily, in-depth feature articles.

NEW YORK PRESS, NEW YORK, NY

2001-2003

Proofreader and Contributing Writer

A foot-in-the-door at the once-venerable *New York Press*.

- Contributed articles and features on food, drinks, life in the city, and more.
- Corrected all errors in premier weekly newspaper.

GLOBAL PUBLICATIONS/SMOOTH MAGAZINE, NEW YORK, NY

2000-2001

Editor and Web Developer

First job in New York after the dot-com crash. Responsible for planning, writing, editing and assigning articles for three print and Web magazines.

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- Developed new urban men's magazine, which is still on newsstands, from concept to publication.
- Managed and recruited freelance writers and designers.

URBAN BOX OFFICE, INC., NEW YORK, NY

1999-2000

City Editor

A flash-in-the-pan dot-com over \$200 million in venture capital; brainchild of George Jackson, former president of Motown Records.

- Recruited and managed 20 writers in five cities.
- Developed content for network of online city guides.

WEEKLY ALIBI, ALBUQUERQUE, NM

1997-1999

Food & Calendars Editor

My first "real" job after college.

- Managed the food and calendar sections of New Mexico's largest weekly newspaper.
- Wrote feature articles on film, books, current events, and culture—including "Motel Hell," an exposé on the city's seediest motels.

OTHER PROJECTS

INDEPENDENT BOOK PUBLISHER

2005-2008

With wife, Sarah, published two editions of successful guide to parenting in Washington, DC. Co-founded our own small press. Designed the most popular parenting blog in the DC area (www.dc-baby.com).

MUSIC COMPOSER/RECORDING ARTIST

1991-present

Spent most of the 1990s playing in bands and recording music on a laptop computer. Composed music and designed sound for two off-Broadway productions in New York City.

EDUCATION

Bachelor of Science in Communication, University of Miami—Dual major in Art and Motion Pictures