

REBECCA TAYLOR

WEB DEVELOPMENT, DESIGN & SEO

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Education **Harvard University - Cambridge, Massachusetts**
AB cum laude, Applied Mathematics, 1996

<i>Skills</i>	Development	Design	SEO
	Expert ExpressionEngine web development with extensive and creative use of third-party add-ons. eCommerce and custom app integration.	User-driven information design focused on evolving platforms and optimized for the ExpressionEngine CMS.	Usable design + thoughtful ExpressionEngine integration = Visible, findable and successful websites

<i>Technical</i>		
	Adobe CS5	ExpressionEngine CMS
	XHTML/CSS	eCommerce Integration
	JQuery/Javascript	PHP/Perl CGI

Experience **Littlered Media, LLC** 2006-present
Sole Proprietor
ExpressionEngine and eCommerce focused web design, development, SEO and maintenance for (mostly small) companies doing good things.

Petfinder.com 2000-2006
Vice President, Development
Lead programmer, web developer, and graphic designer for one of Forbes "Best of the Web" sites and the 84th largest site on the web (pageviews, HitWise). With over 8,000 member organizations maintaining the web's largest searchable database of homeless pets, Petfinder.com facilitated over 1.5 million pet adoptions last year. Responsible for all aspects of web's presence, including designing, programming and producing sponsor promotions, ads, and marketing tools and managing programming and development staff. Responsible for international development.

Velo la Source Alpine Cycling Adventures 2002-2005
Founder and Director
Founder of premier luxury holiday for avid cyclists desiring to ride the great cycling routes of the French Alps and view live stages of the Tour de France. Based in a chalet with gourmet food, local wines, sports massage and other amenities. As founder with my husband, my duties have included design of all aspects of the company's presence, from internet site to cycling jerseys, guiding guests on rides through the mountains, and acting as chef in 2003.

University of Arizona Extension School

2001-2002

Adjunct Instructor

Instructor for "Advanced Javascript" for University of Arizona's extension school certificate degree programs. Developed and presented curriculum using examples from my own work.

Sterling Software, Rome, NY

1998-1999

Research Scientist

UNIX/C software engineering for the terrain mapping capabilities of the Joint Mapping Tool Kit (JMTK), a collection of application modules that enables mission applications to interface with the Defense Information Infrastructure (DII) Common Operating Environment (COE) Mapping, Charting, Geodesy and Imagery (MCG&I) functionality.

Abt Associates Inc., Cambridge, MA

1996-1998

Programmer-Analyst

Programming and research for EPA analyses, including the **Sector Facility Indexing Project**, a major pilot EPA project to provide public web access to a wide variety of facility-level environmental data in five industrial sectors.

Interests & Passions

Cycling & Long-Distance Triathlon

Winner of numerous triathlons and bike races in Arizona, Wyoming, Idaho, New York, New Hampshire, and Massachusetts.

Four-time Ironman triathlete (2002 Ironman Utah, Provo, Utah; 2001 Ironman Lanzarote, Lanzarote, Spain; 1999 Ironman U.S.A., Lake Placid, N.Y; 1998 Ironman Canada, Penticton, B.C.)

2003 member U.S. National Long Distance World Championship Triathlon Team, Ibiza, Spain (top American finisher in age group.)

1996 Eastern Collegiate Cycling Champion, representing Harvard University

More...

Competitive running (built website on EE in 2009)

Gourmet cooking and baking (French in the **Escoffier** tradition, New American cuisine, desserts by **Pierre Hermé**)

European travel

Bikram yoga

Rock climbing (First Woman President of Harvard University Mountaineering Club, 1995-96). Many climbs and technical ascents in the Tetons, Wind River, Joshua Tree, Gunks, Red Rocks, Cathedral Ledge.

Mother to Isabelle, Bastien and Lucien
