Todd Clark

EXPERIENCE

Director of Creative Media   **Arkansas State University**   **Jonesboro, AR**
June 2008 – Present
- Manage special projects such as videos, special web initiatives, and other multimedia technologies.
- Manage all aspects of the university advancement websites including RFP development, project management, content management and marketing.
- Analyze market research and trends in new media, alumni and donor relations, undergraduate recruitment, higher education public relations and communications and other areas as determined. Provide regular reviews and summaries of the latest trends and research.
- Oversee everyday maintenance of the overall University website to ensure that information is organized for ease of accessibility for end users.
- Ensure that the ASU web site is innovative, informative, relevant, accurate, comprehensive and relational throughout, including all of the departmental subpages.
- Responsible for page layout and design based on established templates and guidelines.

Alumni Development Officer   **Arkansas State University**   **Jonesboro, AR**
November 2006 – June 2008
- Developed and maintained special projects, such as the Cooper Alumni Center Brick Program
- Redesigned the existing e-newsletter and implemented a new distribution strategy
- Was responsible for the execution of various events sponsored by the ASU Alumni Association including reunions, tailgates, receptions, and business meetings

IT Associate   **CGI, Inc.**   **Little Rock, AR**
May 2004 – November 2006
- Managed a complete website redesign project, transitioning from HTML to CMS based website
  Duties Included: RFP development, project manager, content developer/designer, website administration
- Lead the transition from a workgroup to a server/client environment.
  Duties Included: proposal development, installation of additional ports and hardware, network administration
- Managing the development of a confidential survey reporting product.
  Duties Included: strategy development meetings, draft report development, managing beta test sites
- Database development and redesign

EDUCATION

M.B.A., Arkansas State University, 2010
B.S., Management Information Systems, Arkansas State University, 2004

Skills / Qualifications
- Proficiency in desktop publishing software, WYSIWYG HTML editors, graphic design software, various content management applications (including dotCMS, WordPress and other 3rd party systems), HTML, Visual Basic, and CSS
- Involvement in the development or redesign of 10 different websites, ranging from blogs to departmental intranet pages to corporate websites
- Experience working with registered university propriety, including colors, logos, and taglines
- Recent utilization of ASU online resources as a potential student, undergraduate, alumni, graduate student, and staff person

Memberships / Affiliations
- 1924 Sustaining Life Member of the ASU Alumni Association
- Board of Directors, Marketing and Membership Chair – Council for Advancement and Support of Education, District 4
- Beta Gamma Sigma