

**AMY L PIAZZA**  
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## PROFESSIONAL PROFILE

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- Multi-talented designer and developer with proven ability to transform concepts and ideas into interactive online reality
- Keen ability to combine creative, artistic, and analytical skills to deliver complex customer-oriented, professional web properties.
- Savvy webmaster and strong, persuasive communicator with 10+ years experience in:
  - Graphic Design
  - Web Site Development
  - Open-source CMS systems
  - Social, Community and Dynamic Web Site Architecture
  - Project Management
  - Image/Brand Development
  - Web-based Marketing Campaigns
  - User Interface Development
  - Product Management
  - Database Design & Management

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## WORK EXPERIENCE

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### **AOL, LLC**

#### *Principal Web Technologist*

Dulles, VA

Mar 2001–Current

From 2007 to the present, played a pivotal role in a startup program team. Worked with a small team from concept to implementation and success on the creation and realization of the developer network initiative at AOL. Helped to evangelize the idea of a company-wide process to publish and promote application programming interfaces (APIs) to developers outside of AOL via a community driven web portal: <http://dev.aol.com>. Lead all development and architecture projects within the Developer Network program as well as internal communications campaigns. Prior to 2007, acted as an essential part of a handpicked development team tasked with limiting developer obstacles across the Technology Development organization. Selected to design, develop, and implement a variety of Intranet applications, including organizational web sites, project web sites, web-based project tracking tools, and myriad database driven tools.

#### ***Key Accomplishments:***

- Launched the first AOL web property that runs on an open-source content management platform (Drupal) and was instrumental in gaining concept approval by executive management as well as expanding support throughout the company
- Over the three years of existence the Developer Network resulted in a community of over 1.3 million users, consistent triple digit growth in page views, and over 20,000 new applications.
- Launched three full-scale redesigns of the site to accommodate growth, market trends, new features, improved SEO and accessibility requirements
- Architected an internal network for developers that included communications, web-based tools, and standards for deployment of APIs.
- Participated in the planning and implementation of a corporate wide intranet search tool using a Google appliance
- Developed a single source repository for technical host/infrastructure documentation and maintained the 3000+ document web site

**Trade Show Exhibitors Association**

*Manager of Information Systems*

Springfield, VA

Sept 1998–Mar 2001

Integral part of a small non-profit trade association staff that provided training, advocacy, and education to corporate exhibit managers. Managed all aspects of technology for the association, including LAN administration and maintenance for local and remote users, software and hardware purchasing, installation and support, database design, administration, and development, web site design and development and administration. Additionally, was focused researching and recommending new technologies and hardware/software purchases and managing several vendor contracts.

**Key Accomplishments:**

- Increasing web site usage over 200% in less than one year. Unique visitors per month went from approximately 500 in 1999 to over 10,000 in 2000
- Implemented e-Commerce Initiatives
- Ported all association publications to web-friendly and interactive versions
- Brought hardware and software support in-house

**Building Owners and Managers Association**

*Information Technology Assistant*

Washington, DC

Sept 1997–Sept 1998

Important member of a four-person Information Technology team for a trade association, which supported the owners and managers of office buildings. Responsibilities included:

- First point of contact for hardware, software, and networking problems
- Data entry, database maintenance and development
- Basic web development

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**ADVANCED TECHNOLOGY SKILLS**

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- HTML, DHTML, XML, XHTML
- CSS
- PHP, ASP .NET, JavaScript, CGI/PERL, AJAX
- Drupal 4, 5, 6, 7
- Joomla/Wordpress
- Adobe CS4: Dreamweaver, Photoshop, Flash, Illustrator, Fireworks, Premiere
- MySQL, Sybase
- Apache
- Mac, PC and Unix platforms

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**EDUCATION**

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**College of Charleston**

*Bachelor of Arts, Biology, May 1997*

Charleston, SC