

## H. MICHAEL BAILEY

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### PROFILE

A creatively oriented project management professional experienced in the business, educational, and non-profit communities, with skills in website development, online publishing platforms, data scraping, marketing and business communications, graphic design, and relationship building.

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### EXPERIENCE

#### WEBMASTER/SITE MANAGEMENT/GRAPHIC DESIGN/ONLINE PUBLISHING

*HMBailey.com*: 2005 to Present

Responsible for code, design, web development, content management, ongoing technical assistance, site function and performance, administration, and the overall user experience of various web site environments in academia, research, and healthcare. <http://hmbailey.com>.

- Develop web site hosting environment, dedicated server upgrade, database backup, file migration and support for the NSF/Wikipedia research project. <http://wikipediaproject.yale.edu> (Request password.)
- Google data scraping research, professor data browser coding and development.
- Website, brochure design, hosting, domain registration, and Paypal support for Princeton University academic initiative. <http://scalafoundation.org>, <http://hmbailey.com/project/scala-foundation-brochure>.
- Design and full file migration for higher education academic support and seminar program institutes. <http://binst.org>, <https://www.elm-institute.org/mission/>.
- New Code, design, site management and support for Yale University sociology department and research centers, including conference web sites, and associated academic support pages. <http://sociology.yale.edu>, <http://cicle.yale.edu>, <http://ccr.yale.edu>, <http://uep.yale.edu>.
- Coding and online publication of faculty profiles, news releases, course listings, calendar of events, academic paper and book listings, undergraduate/graduate information pages.
- Web development for multiple conferences and colloquia. Layout and design for hard copy and electronic delivery of communication materials such as posters, programs, flyers, brochures, and journals. <http://uep.yale.edu/uep-spring-2016-symposium>, <http://uep.yale.edu/archives>, <http://hmbailey.com/portfolio/print-design>.
- Design and layout of the web based annual Yale Journal of Sociology. <http://sociology.yale.edu/publications/yale-journal-sociology>.
- Design professor and author profile and blog web sites. <http://www.elijahanderson.com>, <http://cosmopolitananopy.com> (Request Password), <http://www.wendellbell.com>, <http://www.margaritamoonney.com>.
- Manage redesign of Cornell University/Social Science History Association website to CMS/Joomla format. Including gallery and flash banner design. <http://www.ssha.org>.
- Max Plank Institute: Code and design one hundred thirty pages of current and archived material, including a publication database, research studies, course descriptions, news and events, graduate and faculty pages, conferences, workshop schedules, search engine and site traffic reports.

<https://www.mpib-berlin.mpg.de/en/research/concluded-areas/sociology-and-the-study-of-the-life-course/the-german-life-history-study>.

- Code and design German Life History sub site, including photo conversion and web formatting for photo and graphic images.
- Edit, title and digitally encode social policy documentary film using DVD Remaster and Flash technology for online streaming. <https://www.youtube.com/watch?v=63XutfZqsWQ>.
- Scale, format and encode images for website library using Javascript and Flash.
- Format, upload and design visual display for academic papers, dissertations, CVs, bios and Powerpoint presentations.
- Set up .htaccess password protection for academic publications and online database.
- Create, code and design animated logos using Flash technology.
- Research and coordinate acquisition of licensed and public domain photo images.

## WEB DEVELOPER/PRODUCT RESEARCH AND DEVELOPMENT

*HMBailey.com/Energy Management Institute/BRP Services*, 2003–2005

Web design, site management, market research, and budget analysis for general contractor, and alternative energy publication. <https://emi.org>.

- Site design, administer E-mail accounts and inquiry processing system.
- Business development for contractors, suppliers, and real estate developers.
- Update and managed client and prospect profile database.
- Budget and market analysis for alternative fuels magazine and directory.
- Research and product development strategy for U.S. ethanol map.
- Printing, distribution, and fulfillment analysis of ethanol fuel directory.

## DIRECTOR, THIRD PARTY SALES

*The New Haven Register*, New Haven, CT 2001–2003

Manage and direct single copy sales from vending racks, store dealers, distributors and develop third party sponsorship clients for 100K circulation daily newspaper. <http://www.nhregister.com>.

- Directed Sponsorship and Third Party Sales with corporate and institutional clients. (Pilot Pen, Omni Hotel, New Haven Ravens, Yale University, Yale New Haven Hospital)
- Supervised Twenty FT Personnel (Store Reps, Vending Managers, Street Sales and Administrative Staff) involved in operations, sales and marketing of single copy sales.

## PUBLISHER AND MARKETING MANAGER

*UCG/OPIS Directories*, Lakewood, NJ 1997-2000

Supervised operations of direct mail, telemarketing, web design, advertising and pre-press for six worldwide trade directories for energy industries. Primary Duties: Database Sales and Marketing, List Acquisition and Management, Advertising Sales and Account Management, Copy Writing, Report Generation, Product Development. <http://opisnet.com>.

- Produced and managed content of directory web site including book descriptions, photography, order and listing forms, E-mail and PDF links.

- Managed production and launching of on-line interactive database in cooperation with an Internet partnership alliance.
  - Created and managed new outsourced telemarketing structure including sales training, inbound customer service orientation, script development, report summaries and trouble-shooting.
  - Directed new product launch of national electric power directory including content development, advertising and direct marketing.
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## SKILLS & EDUCATION

### TECHNICAL

- Working knowledge in Adobe Creative Suite online publishing and web applications, including Photoshop, Flash, Dreamweaver, Acrobat, InDesign.
- General web authoring experience in HTML, XHTML, CSS, PHP, MSQL, CMS/content management systems, including Drupal, Joomla, Wordpress.
- Multimedia skills with digital photo, video, and audio formatting and editing, and a/v file conversion and encoding tools including Streamclip, iSkysoft, iSquint, VLC, Ripit, Final Vinyl.
- Web data scraping experience using OutWit Hub.

### BUSINESS

Sales, Marketing, Account Management, Client Relations, Publication & Circulation Management, Direct Mail and POP Promotions, Copy Writing, Report Generation, List Acquisition, Merchandising, Product Development, Research and Budgeting.

### EDUCATION

- Communications, University of South Florida
- Certificate in Desktop Publishing, City University of New York
- Film Editing, New School of Social Research
- Advertising Copyrighting, School of Visual Arts
- MAC OS Support Professional, Apple Computer