

## **Ryan Walker**

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Washington, DC 20002

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## **PROFESSIONAL EXPERIENCE**

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### **Independent Consultant.** Washington, DC

Web design and content management systems: 2003 – Present

- Design and maintain mission-critical communications websites.
- Develop custom database-backed web applications.
- Clients include WETA, World Wildlife Fund, Spitfire Strategies, Cyber Electronik, Collaborative on Health and the Environment, Center for Resource Solutions, Pinchot Institute for Conservation.
- Expert in open source content management systems: Xaraya, Drupal, WordPress, Django.
- Broad and deep skill set including HTML, CSS, PHP, MySQL, Javascript, Unix, Photoshop, Monotone.
- Conversant with Amazon, PayPal and Google APIs.
- For project summaries and URLs, please see <http://www.WebCommunicate.net>

### **Environmental Media Services.** Washington, DC

Website Editor: 2001 – 2004

Website Assistant/Research Associate: 2000 – 2001

- Edited 800-page environmental news website; edited listserv with more than 500 journalist subscribers and 2400 total subscribers. Grew list 1200 percent. Grew website traffic to 450,000+ monthly page views.
- Developed and promoted blog-based environmental press release distribution service with daily email notifications and RSS feeds. Recruited 100+ nonprofits and research institutions to post news releases. Grew subscriber list to more than 600, including journalists at the USA Today, Associated Press, CNN, ABC, CBS, NBC, Chicago Tribune, Business Week, National Geographic and numerous other media outlets.
- Broke story about Pentagon-sponsored climate change report, resulting in coverage in the New York Times, numerous Knight Ridder newspapers, Philadelphia Inquirer, and major European outlets. PDF of Pentagon report was downloaded 200,000 times from EMS.org.
- Established a website advisory council and recruited four journalists to serve as advisors. Redesigned EMS homepage based on their feedback.
- **Note:** Due to organizational changes, the EMS.org website has been downsized in recent years.
- Upon request, I can provide archived files and server logs from my time at EMS.

### **Interactive Information Systems.** Denver, Colorado

Managing Editor: 1998 – 1999

- Edited marketing publication. Doubled per-issue ad revenue and cut costs by 30 percent.

## **EDUCATION**

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1997 – 1999 **University of Colorado at Boulder.** MA, Creative Writing and Literature. Taught seven creative writing classes.

1992 – 1996 Washington College, Chestertown, Maryland. BA, English; Philosophy minor. Magna cum Laude.