

# WILLIAM LAMOREAUX

537 Aqua Circle • Lino Lakes, Minnesota 55014-2717 • william.lamoreaux@yahoo.com • 651.307.4630

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*Built solid career and outstanding reputation for providing sound leadership and innovative solutions while advancing through positions of increased responsibility and authority*

I am a seasoned Web Administrator with more than 15 years of diverse experience designing, developing, and maintaining Intranet, Extranet, and Internet websites. Talent for gathering project requirements from end-users and internal stakeholders to develop strategies and redesign websites that enhance the user experience, drive Search Engine Optimization (SEO), increase page visits, and meet business objectives. Outstanding interpersonal communication skills; quickly build rapport with users, colleagues, vendors, and senior management.

## Highlights of Expertise:

- Search Engine Optimization
- Front-End Development
- Content Management
- Software Configuration Management
- Workflow Prioritization
- Technical Support & Maintenance
- Project Management
- Best Practices
- Web Tier Support

## Technical Proficiencies:

Platforms: Windows 9x/NT/2000/XP/2003/2007, IIS, Windows 2000/2003/2007 Server

Tools: Adobe CS/CS3/CS5 (Photoshop, Acrobat, Fireworks, Flash with Video Encoder, Dreamweaver, Contribute), Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), FrontPage, Access, MySQL, IIS ODBC, FTP, Zoom Search Engine, Audacity, Blaze Media Pro, DiffMerge, FireDaemon, Inspyder, MySQL Control Center, PHPMyAdmin, Site Map Pro, xenu, Symitar

Languages: HTML, DHTML, XHTML, CSS, ASP, JavaScript

Browsers: Chrome, Firefox, Opera, Safari, Internet Explorer

Hardware: Unisys DP500, Optical Storage, Scanners, Servers, Routers, Switches, Hubs, Video Conferencing, Fax Machines

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## PROFESSIONAL EXPERIENCE

SPIRE FEDERAL CREDIT UNION, Falcon Heights, Minnesota

### **Web Administrator**

2007 – 2011

#### *Key Contributions:*

- Spearheaded development of Search Engine Optimization (SEO) campaign that included goals tracking and analytic analysis; enhanced ranking to page one on Google SERP.
- Orchestrated design and development of in-house mobile recording studio used to record podcasts and radio commercials; realized a savings of \$300 monthly on commercial production.
- Created and launched an Online Web Satisfaction Survey that acquired 200+ form responses each month.
- Led Opt-in campaign, an overdraft protection web form to manage government mandated changes for more than 60,000 members within established timeline; acquired more than 2,500+ online submissions.
- Developed a highly informational Online Business Directory that contained 30+ member accounts.
- Enhanced the user experience by implementing a 2.99% loan landing page with loan conversion rate tracking capabilities.

### **Internal Web Coordinator**

2003 – 2007

#### *Key Contributions:*

- Created online process for checking out meeting rooms and company vehicles; new system significantly reduced double booking errors.
- Positively promoted company image by redesigning information architecture, enhancing user interface, and improving overall user experience of Intranet website.
- Dramatically cut over stock waste by implementing an Internet cart system for branch offices to utilize for ordering supplies; efforts supported consolidation of facilities department, thereby reducing costs.

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- Selected to advance into this newly developed role due to outstanding contributions, technical talents, and leadership abilities.

**Personal Computer Support Specialist**

2000 – 2003

*Key Contributions:*

- Instrumental in development, setup, and maintenance of first Intranet website; efforts significantly decreased use of paper memos, thereby saving time and costs.
- Created step-by-step guide for Data Processor and Item Processor daily activities, which enhanced accuracy and consistency.
- Provided technical support to departmental personnel; effectively relayed technical information in easily understandable terms.

**Data Processing Operator**

1999 – 2000

*Key Contributions:*

- Championed integration of routine internal telecommunication maintenance process that realized an average savings of \$450 per visit on vendor expenses.
- Earned promotion following highly successful tenure as Item Processing Operator.

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**MILITARY EXPERIENCE**

US NAVAL RESERVE, Minnesota

**Hospital Corpsman Third Class**

4 years

*Key Contributions:*

- Provided CPR instruction and certification to 500+ Marines and Sailors.
- Maintained medical records and timely preventative medicine services to 500+ Marines and Sailors.

US NAVY, California and Virginia

**HN/ HM3**

4 years

*Key Contributions:*

- Directed the immunization of 1200+ Marines and Sailors to meet the Navy's preventative medical requirements.
- Served as a laboratory tech, x-ray, pharmacy and emergency medical responder for the crew of 900+ Sailors aboard the USS Saipan.

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**EDUCATION AND TRAINING**

**Associate of Science in Computer Science**

NORTH HENNEPIN COMMUNITY COLLEGE, Brooklyn Park, Minnesota

**Professional Development:** Object-Oriented Programming, Certificate of Completion ▪ AJAX Essential Training ▪ CSS for Designers ▪ CSS Positioning Best Practices ▪ jQuery Essential Training ▪ MySQL Essential Training ▪ SEO: Search Engine Optimization Getting Started ▪ Social Media Marketing with Facebook & Twitter ▪ Web Redesign: Strategies for Success ▪ Web Site Planning & Wireframing