

# Colby Palmer

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## PROFILE

I am a web developer, project manager and technical director. I work at the cutting edge of the Internet technology, marketing and social media spaces, with a knack for merging disparate technologies and developing new tools for entertainment, communication, and education. My clients range from Hollywood studios to technology-oriented businesses to nonprofit organizations and artists. I have business management and marketing experience with a successful track record of improving workflow, employee satisfaction and client relationships. I have a keen mind, strong work and personal ethics, and an internal drive to achieve greatness.

Currently I serve as Project Manager, Technical Director, and Web Developer for Hollywood-based creative marketing agency The Illusion Factory. I mostly work on business-development partnership projects that involve taking a core product or technology and building a finished product, web presence, and marketing campaign out of it. In the technical realm I specialize in the design, creation and deployment of Web applications using Django, Flash Media Server, and the jQuery Javascript library.

## EXPERIENCE

### **Project Manager/Web Developer, The Illusion Factory**

The Illusion Factory is a marketing and interactive media company based in Woodland Hills, CA. The core business of the company is the comprehensive design and execution of marketing campaigns produced in all forms of traditional and cutting-edge media: print, electronic, web, interactive, digital, broadcast and projected. I contribute to the group as project manager, technical director, Web development, graphic design, and interactive marketing. Clients include Paramount Pictures, Fox Interactive, Warner Bros., CWTV Network, John Carpenter, Steve Oedekirk, Aaron Russo and more.

### **Web Designer and Production Artist: Spark Networks**

Spark Networks is an online dating company in Beverly Hills, CA. While there, I created Web banners, maintained articles and surveys, and worked on the design of their forums and message boards across all their sites, including the Webby Award-winning JDate.com, AmericanSingles.com and many more.

### **Web Developer and Graphic Designer: Applica, Inc.**

I worked at Applica, a computer company in Burbank, CA, as their lead Web and Graphic Designer. I completely redesigned their website and logo, as well as their product packaging and software icons. I designed and built all aspects of their site, using PHP, DHTML, and Flash to build the site.

### **Palmer Electric/Electro-Tech Solutions, Inc.**

Before entering the world of Internet marketing and development I worked for Colorado-based family business Palmer Electric as manager of their Access Control/Security division. I managed the access control and security systems of the United States Air Force Academy as well as smaller systems in other Air Force and Army bases, designed and oversaw the build of CCTV systems, and directed over \$200,000 worth of business annually.

## EDUCATION

San Francisco Art Institute

Bachelor of Fine Arts - interdisciplinary degree focusing on Web and digital media

University of Colorado

English and Music Composition/Theory

## SKILLS

- Project Management
- Graphic/Web Design
- XHTML/CSS Web standards
- PHP/MySQL (LAMP)
- ExpressionEngine CMS
- Technical Direction
- UI/UX Development
- Javascript/Ajax
- Django/Python
- Mac OS and Windows