

# DIRK P. JOHNSON

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## RELATED QUALIFICATIONS AND TECHNICAL SKILLS

Fully competent with HTML coding, CSS coding, and various web content management systems, especially Joomla and Wordpress.

Fully capable with Dreamweaver, Illustrator, Photoshop, and Adobe Creative Suite. Experienced with SQL database programming, PHP Scripting, advanced JavaScript programming, Microsoft Office Suite, MS Access, MS Excel, MS Office, MS PowerPoint and other desktop productivity tools.

Advanced writing and editing skills, including article development, training manual development, and concise content editing for web deployment. Video production and video project management skills.

Self-directed and confident as a liaison between technology teams and business management teams. Experienced with direct interaction with internal senior management teams. Well-developed customer service and client relationship skills, including senior management level contact.

Substantial web development, website design, and Internet marketing experience in a hands-on environment. Substantial experience with search engine optimization (SEO) and related website branding success.

Over 12 years of data warehouse management experience, data warehouse process development, and business management process development.

## PROFESSIONAL EXPERIENCE

### [Website Management Help Desk.com](#)

JANUARY 2014 TO PRESENT

*Owner* - Providing a wide variety of website management service to clients at affordable rates, including content updates, data management, ecommerce product updates, search engine optimization (SEO), social media management, email newsletter management, and strategy consultation.

Skilled with HTML, CSS, PHP and MySQL programming skills, WordPress and Joomla content platforms, Photoshop and Illustrator editing, and more.

### [Andrew Chapel Cemetery, LLC](#)

AUGUST 2014 TO PRESENT

*Superintendent* – This part-time management position requires complete oversight and management of cemetery operations (five acres, 3000 + lots), including funeral

coordination, vendor services coordination, lot sales management, lot owner correspondence coordination, coordination with board of director issues, reporting to board of directors, and other general manager-level management responsibilities.

The position also required a re-design and maintenance of the cemetery website. In addition, the records of the cemetery have been converted from archival written books and receipts to an Access database and spreadsheet system.

**Northern Virginia Association of Realtors - Fairfax, VA**

AUGUST 2011 TO DECEMBER 2013

*Online Communications Manager* – Managed the organization website content on the Joomla CMS platform for this 10,000 member local Realtor association. Staff videographer with Adobe Premiere video editing skills. Video production manager hiring video producers, editors and film crews, as needed. Data management tasks include ongoing membership analysis and reporting using MS Access. Other related technical communication tasks as needed.

**IDEA - Arlington, VA**

SEPTEMBER 2009 TO AUGUST 2011

*Data Quality Analyst* – Maintain data warehouse quality and process updates to a two-million item electrical industry product database. Instrumental in software process development specification, software training and documentation, executive-level reporting, and internal process development.

Position requires direct client coordination, frequently at the senior executive level, with major electrical industry manufacturers.

**Domain Drivers, LLC - Ashburn, VA**

JUNE 2005 TO SEPTEMBER 2009

*General Operations Partner.* Responsible for all process development and implementation, as well as oversight and management of client services for this Internet marketing / SEO services corporation. Developed a multi-client reciprocal link management process that is unique in the industry. Position required substantial MS Access, JavaScript, and ASP-based programming skills.

Additional tasks include ongoing customer service coordination, sales and general troubleshooting of client coordination issues.

**LinkStrategy**

FEB 1998 to JUNE 2005

*Sole proprietor* - serving small business with website design and development and Internet marketing services including link building, search optimization, affiliate marketing, e-commerce shopping cart implementation, email marketing, and other related tasks.

## **SCALE SPORTS**

JANUARY 1985 to JANUARY 1998

*Founder and sole owner* of this hobby products manufacturer, featuring the “Detail Master” line of scale model accessories, distributed through retail and wholesale channels worldwide. Instituted one of the first e-commerce websites in the segment in the mid-1990s. Sold the business to employees in February 1998.

## **EDUCATION**

### **CHUBB INSTITUTE - Reston VA – 2002**

Web Developer Curriculum – Graduated with honors

Course work included intensive hands-on Oracle 8i, JAVA, JavaScript, XML, advanced HTML.

### **BUCKNELL UNIVERSITY - Lewisburg, PA - 1979**

BS – Mechanical Engineering