A VISUAL OVERVIEW

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Ethan Whaley
Web Site Strategy and Development

SLB.com

SLB.com ranked #1 in 2008 Financial Times and Bowen Craggs & Co. index of corporate website effectiveness in U.S.

Team lead to consolidate the SLB.com web content. Working with the senior web technologist, the team combined 4 different SLB.com properties resulting in centralized management of content, metrics and server administration. Reduced the page development life cycle from weeks to days.

Project lead for content conversion and re-writing 800+ documents. Project was launched on time with existing staff and budget.

SLB.com

Developed the Products & Services information architecture creating new content repositories. Worked with marketing staff to create wire frames, classification structure and content to fill the structure.

SLB.com

Successfully launched quarterly campaigns for marketing communications from Q4 2002 through Q4 2004. Led the production team in aggregating multiple sources of collateral and coordinated with the technical lead to launch.

Built improved Case Studies section with senior web technologist. Set criteria for data structure and file naming convention. Produced wire frames for the front end, requirements for developer on back end structure, and managed the content conversion.

Schlumberger Marks Database

Developer for ASP / SQL web application for Schlumberger marks and trademarks maintenance. Defined the requirements, designed the information architecture, coded and launched, and produced the training and documentation materials. This application serves the worldwide SLB marketing community.

User Interface

Creator   Ethan Whaley

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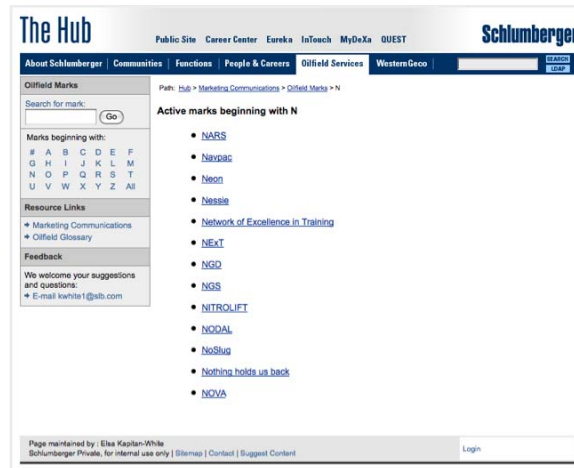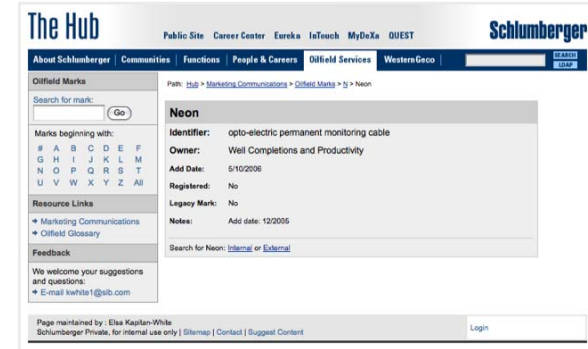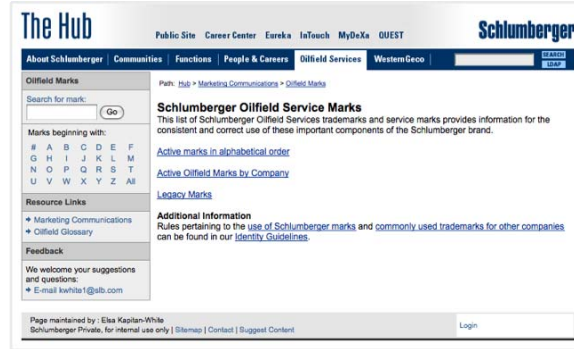
Schlumberger Marks Database

Admin Interface

Technologies:
IIS
ASP
SQL
CSS
HTML
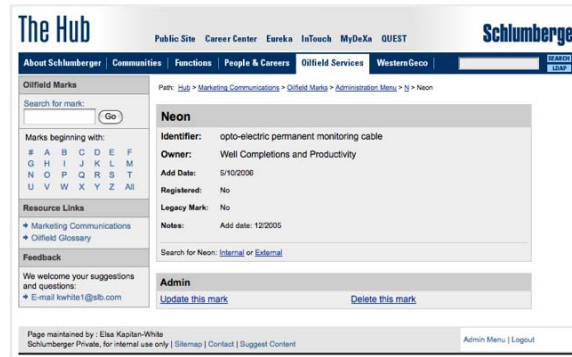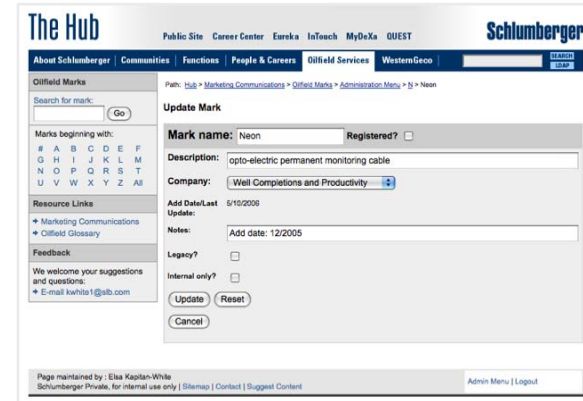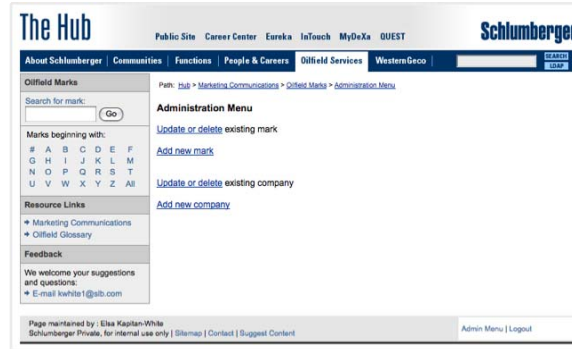
Mankin Media Systems

Built new corporate web site including copywriting, graphics, programming, and server infrastructure resulting in 8000+ unique visitors and 65,000+ page views in 24 months with current (Dec 2010) potential revenue of $2.75 million.

Technologies:
LAMP Stack
jQuery
jQuery UI
CSS
HTML
Simple Pie RSS
Nivo Slider

Print-friendly version function applies new CSS formatting
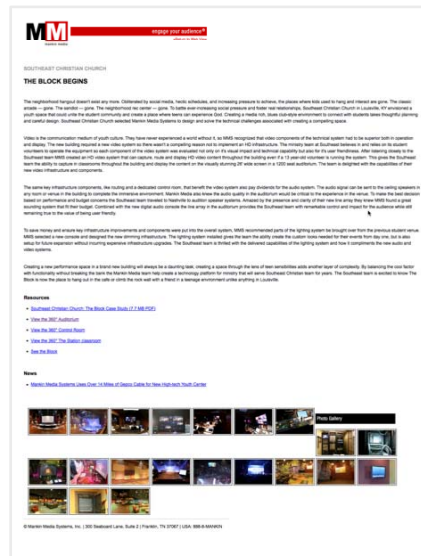
Mankin Media Systems

Case study page utilizing jQuery
Lightbox and 360° panorama Flash
engine

Mankin Media Systems Library

Customized script with jQuery interface to publish MMS library

Mankin Media Systems
Internal Systems

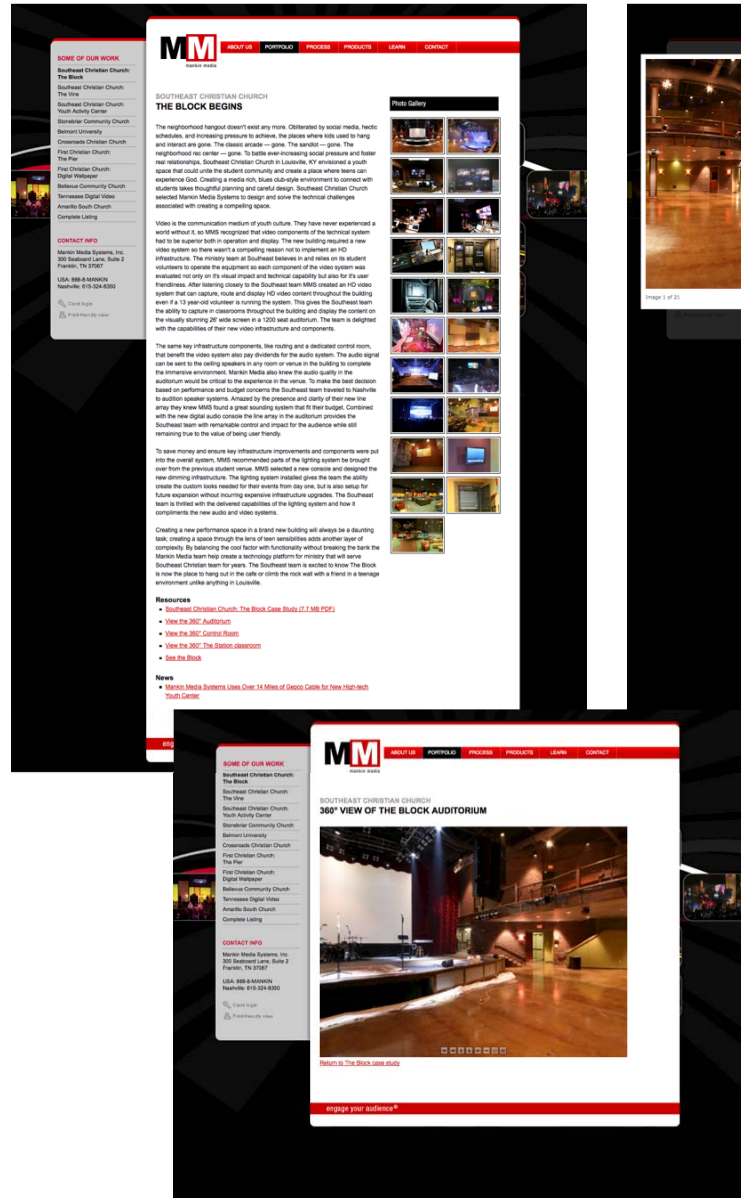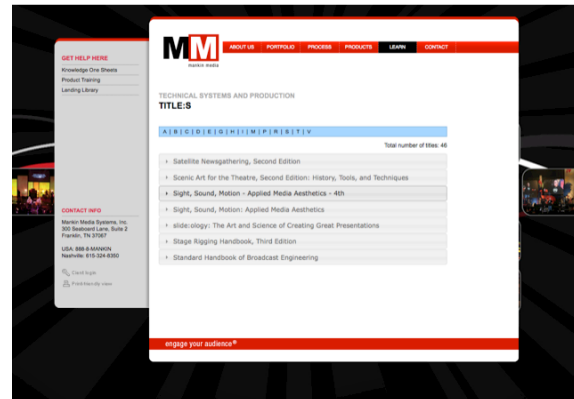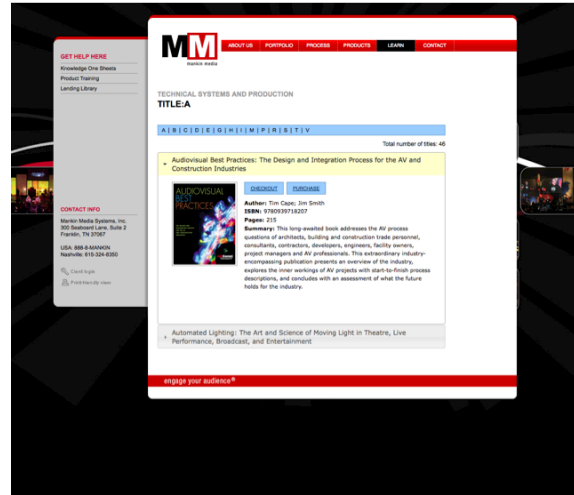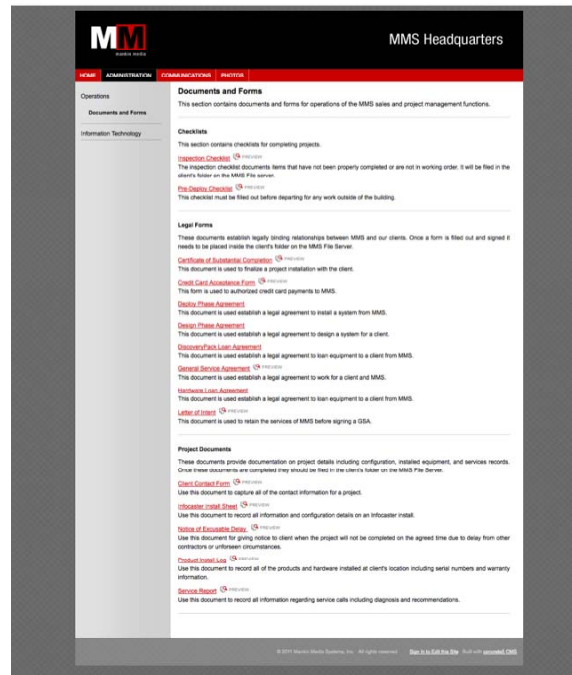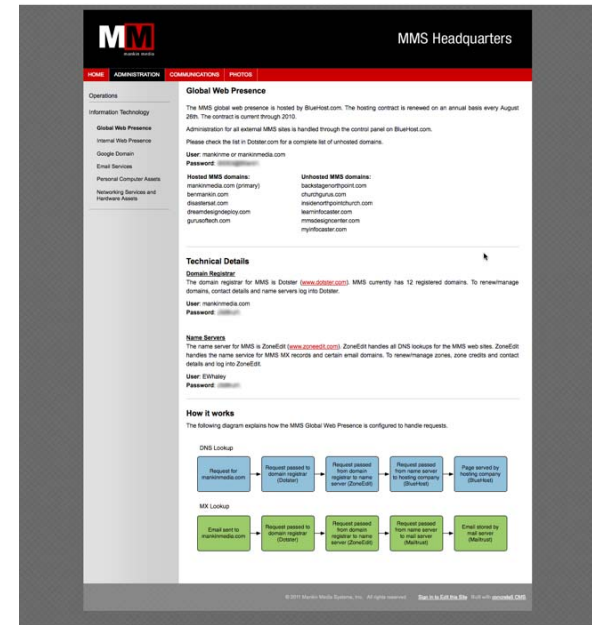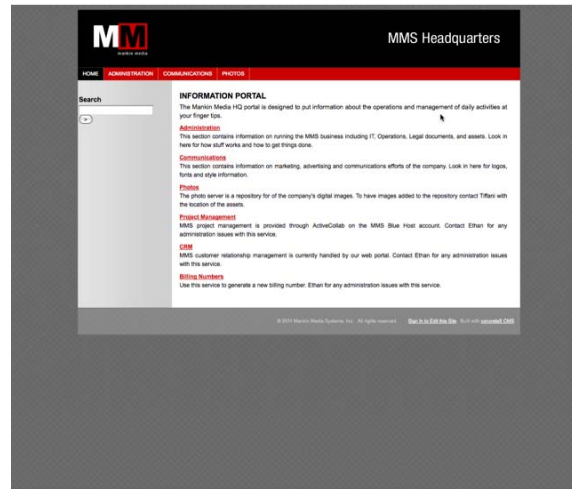Customized Concrete5 CMS for
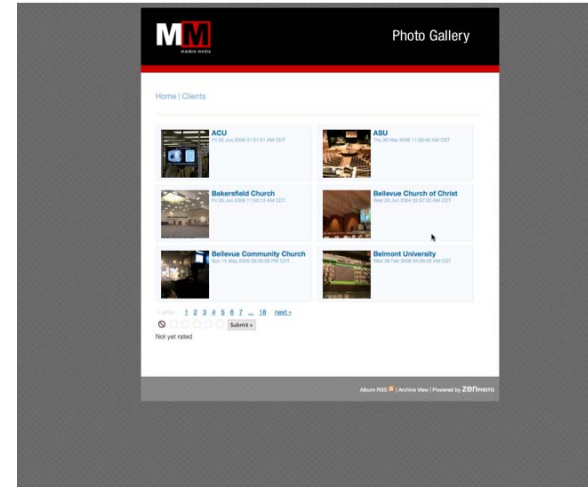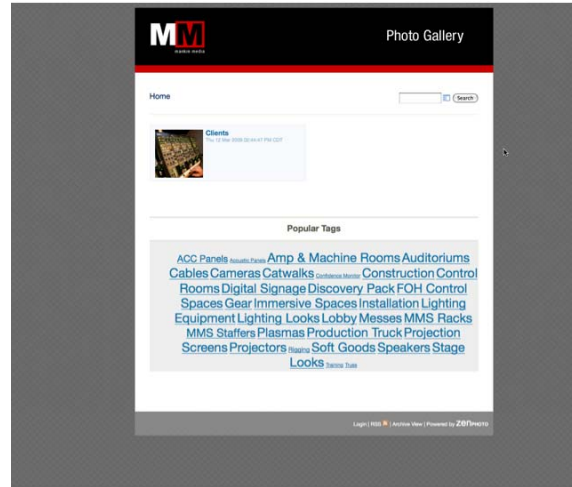internal documentation and knowledge
management

Technologies:
Ubuntu Linux
VMWare Server
LAMP Stack
jQuery
ImageMagick
GIMP
WebMin

Custom written preview functionality
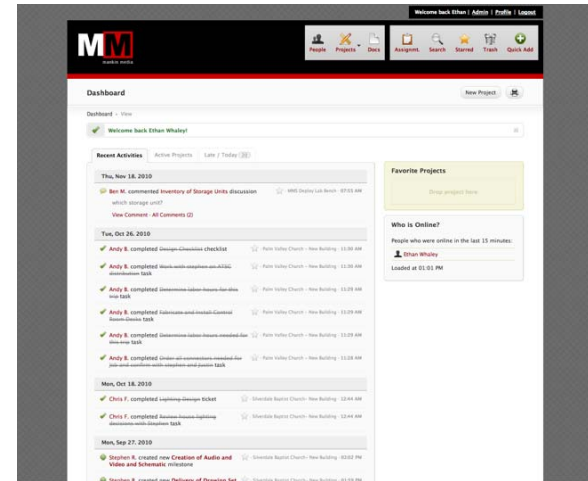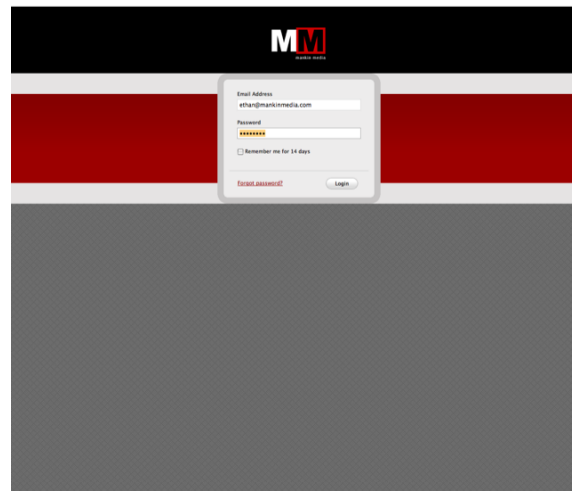pulls PDF previews of pages from
network accessible storage

Mankin Media Systems
Internal Systems

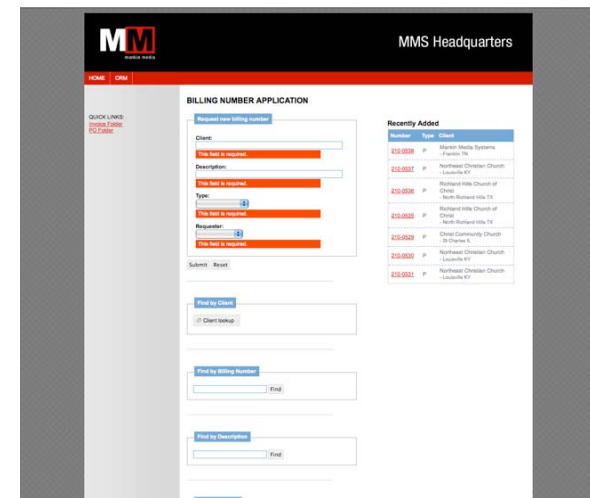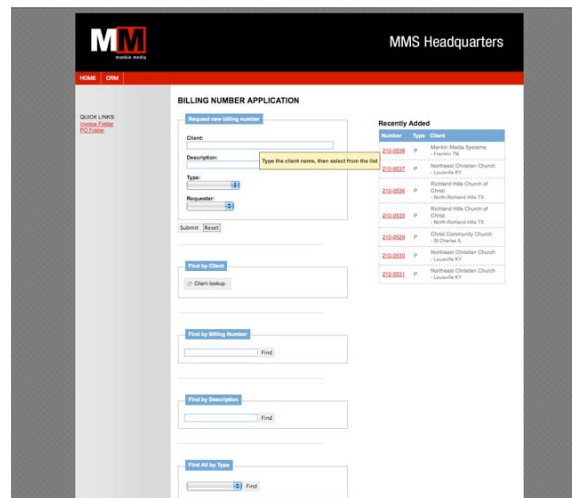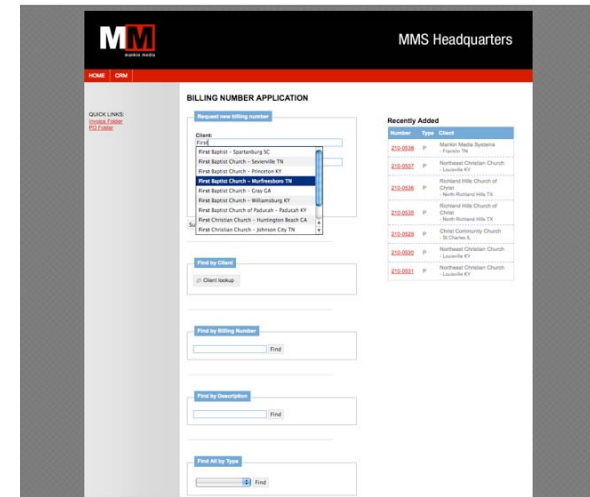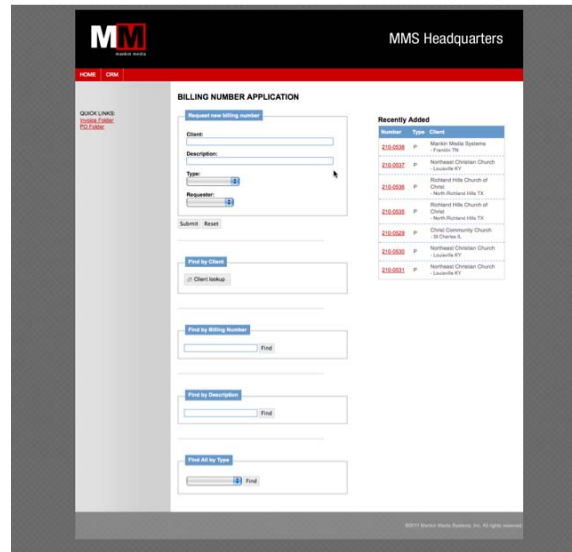Customized ZenPhoto gallery with industry key word tag structure

Customized ActiveCollab instance for online project management with clients

Mankin Media Systems Internal Systems

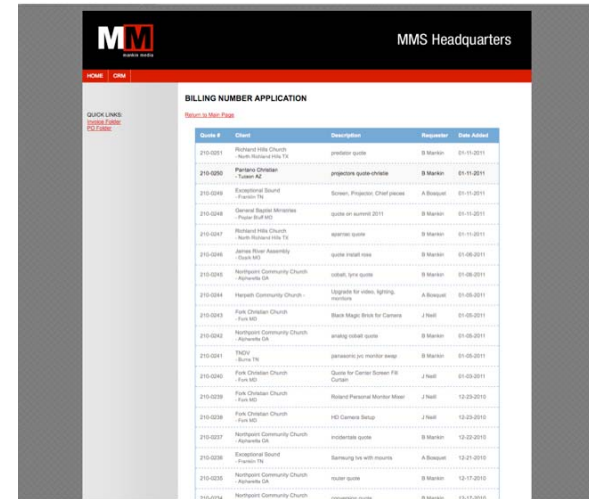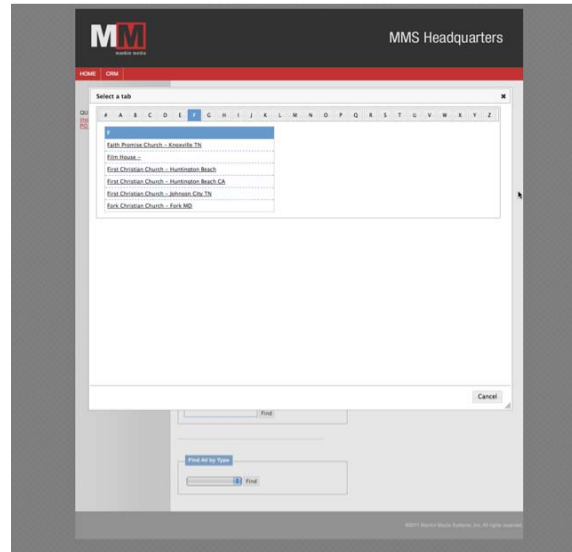Custom billing engine for generating quote, purchase order and invoice numbers

Technologies:
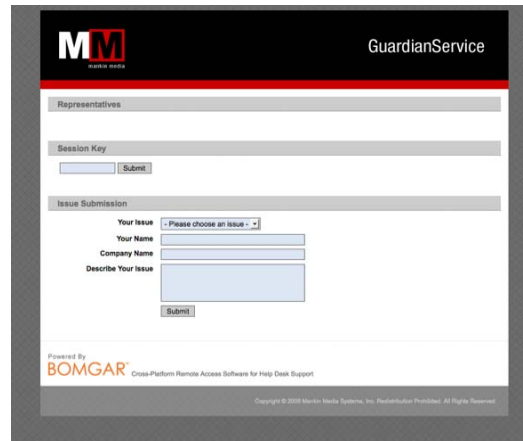LAMP Stack
jQuery
SugarCRM

Mankin Media Systems Internal Systems

Custom billing engine for generating quote, purchase order and invoice numbers

Technologies:
LAMP Stack
jQuery
SugarCRM

Customized help desk support application to support GuardianService product

Brand Identity

The MMS logo and supporting identity elements were weak and ineffective. The logo, corporate typeface, supporting elements and color palette were redesigned to give the brand greater clarity and solid platform to build and execute marketing communications.

Before

New

Brand Identity:
Supporting Elements

MMS is a system integrator of audio, video and lighting systems. Supporting identity elements were developed on abstract ideas of audio, video, and lighting elements.

These elements are layered in different marketing communications pieces to build cohesive, yet independent pieces.
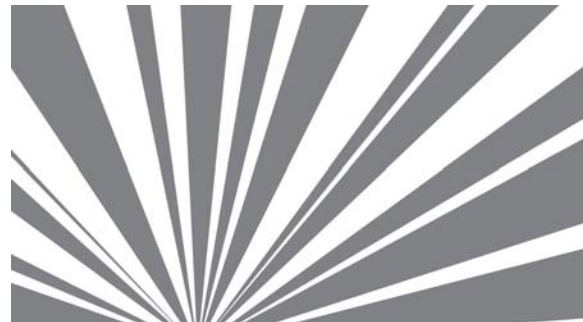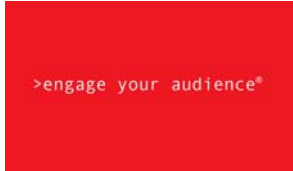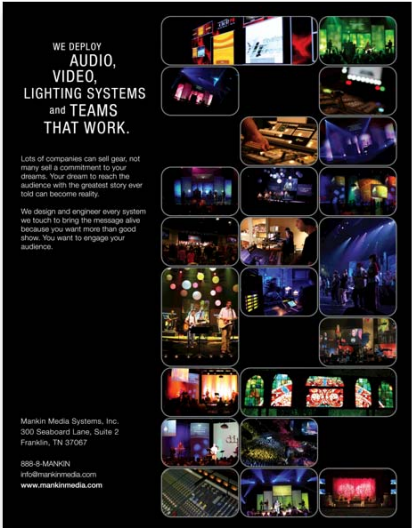
Audio

Lighting

Video

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Brand Identity:
Stationary

Before

New

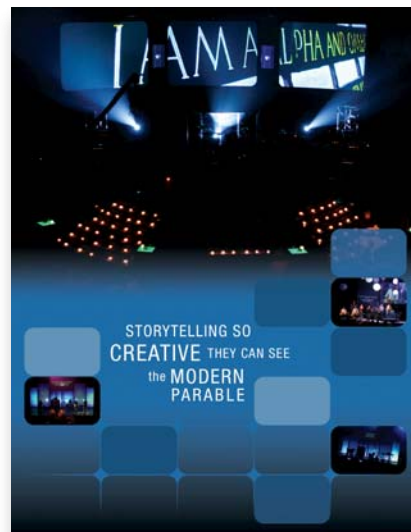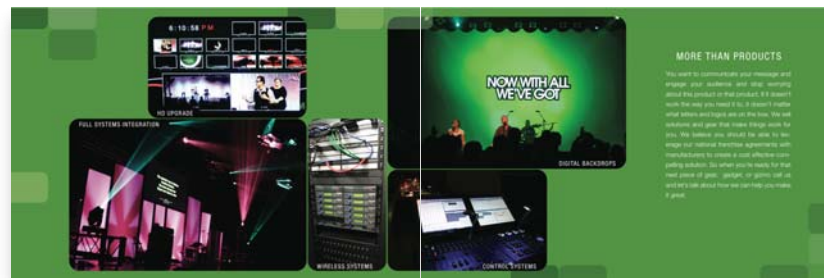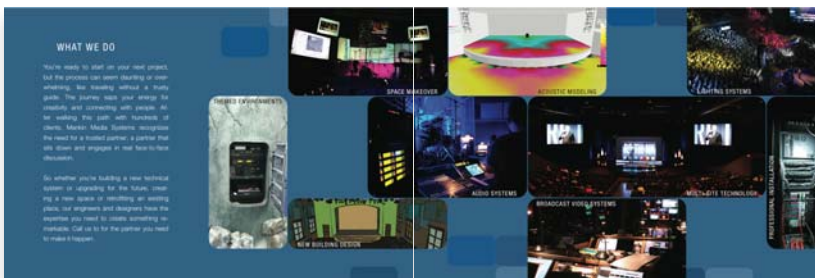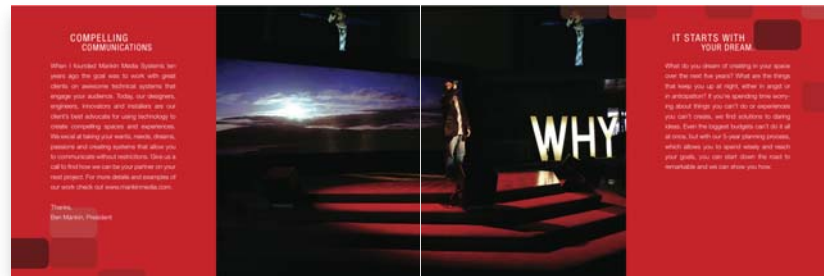Sales Collateral:
Proposal Covers

Sales Collateral:
Proposal book sheets
8.5" x 11"
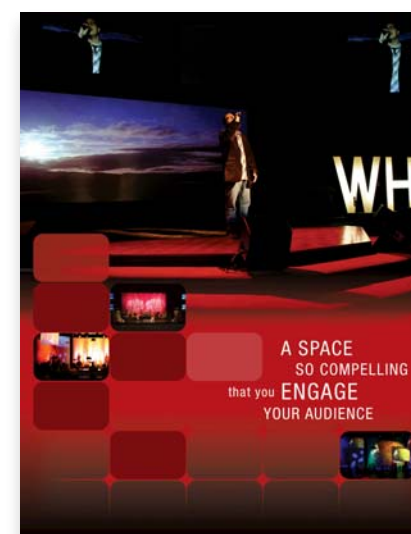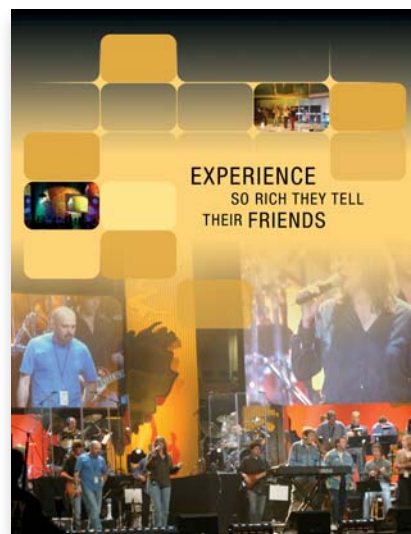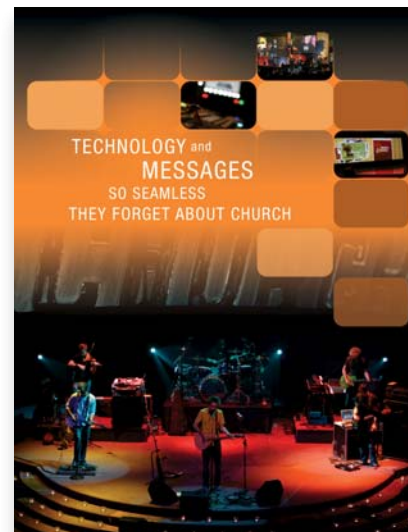
Marketing Communications:
Direct Mail Book
6" x 9"

Sales Collateral:
Execution

Before   New

Creator   Ethan Whaley
Modified   Wed Feb 09 2011

Supporting Materials

Before

New

Binder

9 x 12 Envelope

Rack Header
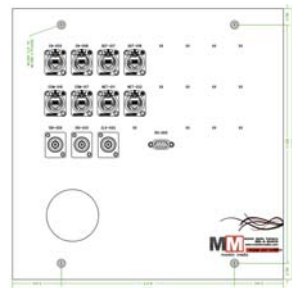
CAD and Drawing Sets

Graph Paper Notepads

T-Shirts

Postcard Campaigns

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Marketing Communications:
External Identity System

Marketing Communications:
Documentation & Contracts
Identity System

Marketing Communications:
Electronic Newsletters

Advertising

8.5" x 11" Full Bleed Magazine

Web Banner

Half Page Full Bleed Magazine

Full HD resolution Video for Trade Show Events
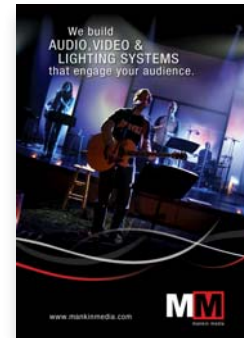
Trade Show Bulletin Insert

8.5" x 11" Full Bleed Magazine

Creator   Ethan Whaley
Modified   Wed Feb 09 2011

Branding & Management

Responsible for developing and rebranding a previously informal gathering of like minded technical directors. Average attendance 300+

Led development of brand messaging, brand identity and event management, including marketing, advertising, website, speaker recruitment, collateral development, and social media.

Tech directors for churches work long lonely, under-appreciated hours, much like your IT person. The goal was to create a networking and educational event where they would feel appreciated and respected.

gurus

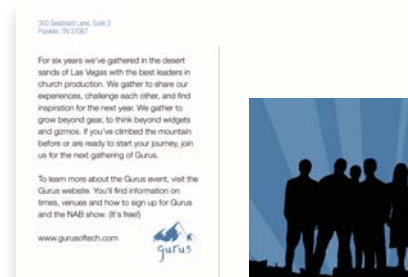Gather knowledge. Make friends.

Event Collateral and Swag

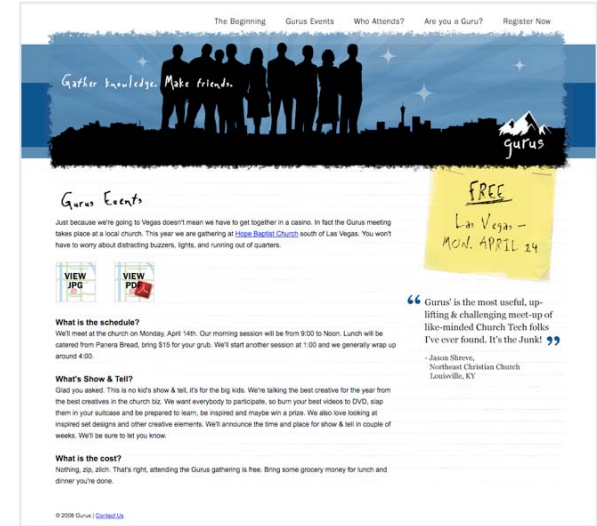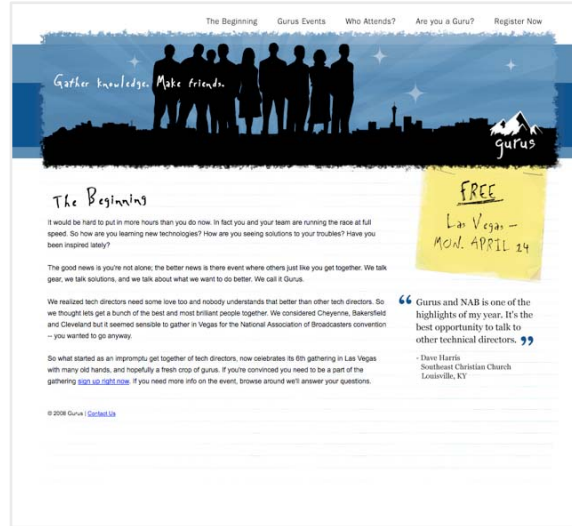*Drawstring Bags*

T-Shirts

Event Postcard

Direct Mail Postcard

Event Collateral

11" x 17" Half Fold Event Sheet

Ethan Whaley
Event Managment and Marketing 3

Event Web Site

Event web site detailing times, locations, and registration details

Technologies:
LAMP Stack
CSS
HTML

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Rebranding and Rebuilding

The existing branding effort was discarded in 2010 for political reasons. Control of the branding identity was given to our largest supporting church and I worked to build this into web site and collateral.
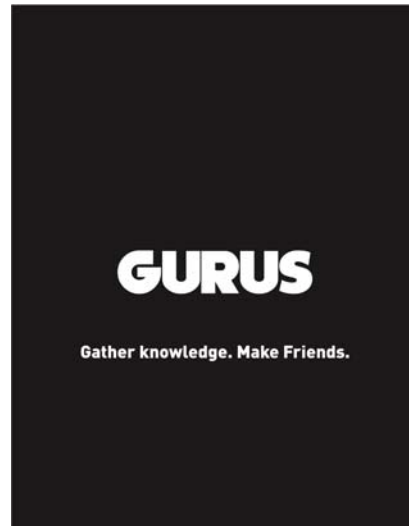
Drawstring Bag Artwork

Custom Printed Event Badges 3.5" x 4.25"

Ethan Whaley
Event Managment and Marketing 5

Rebuilt Web Site

The new site was built using a custom themed Concrete5 CMS instance. Custom mapping code using Google Maps displays registrants location.

Technologies:
LAMP Stack
CSS
CSS Menus
HTML
KML
GeoCoding

Creator   Ethan Whaley
Modified   Wed Feb 09 2011

Rebuilt Web Site

Social Media Support

WordPress Customization

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Ethan Whaley

Blog Development 2

WordPress Customization

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Ethan Whaley
Freelance Development

Freelance Web Projects

Front end developer and information architect. Worked with graphic designer to build site.

Technologies:
ASP*
CSS
HTML

Originally developed in ASP the owner has converted the site to PHP
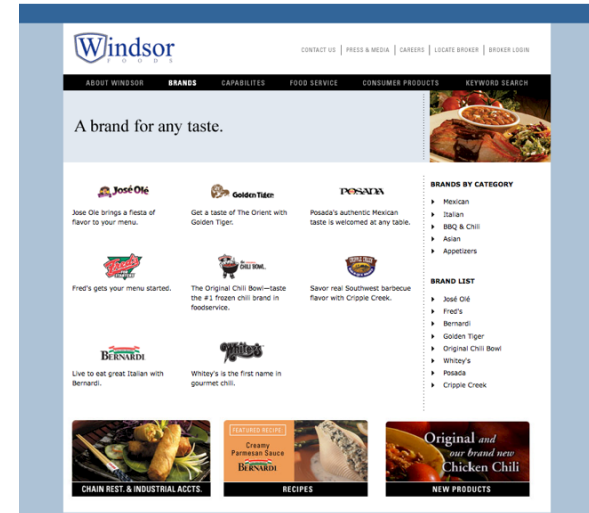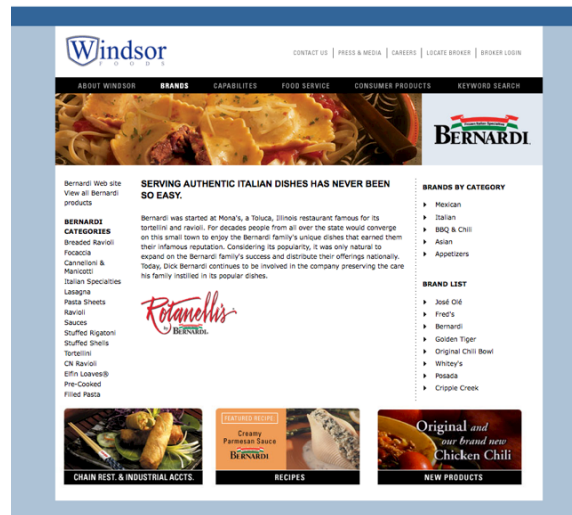
Freelance Web Projects

Front end developer and information architect. Worked with graphic designer to build site.

Technologies:
LAMP Stack
CSS
HTML
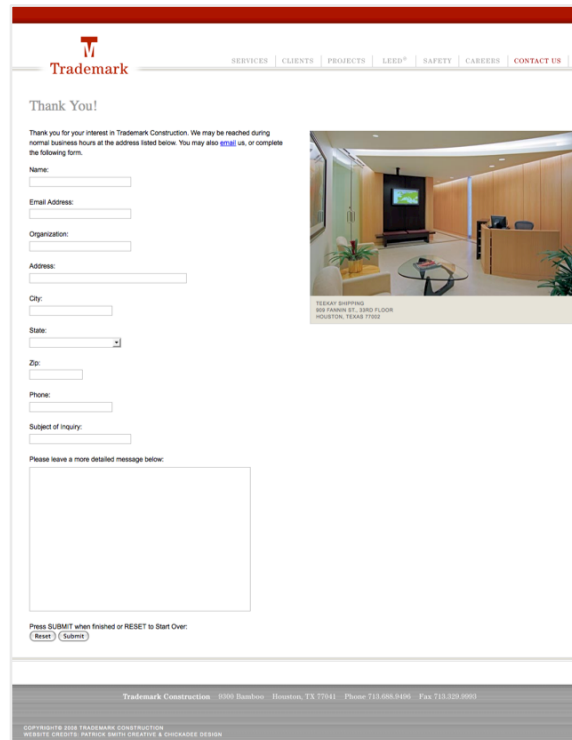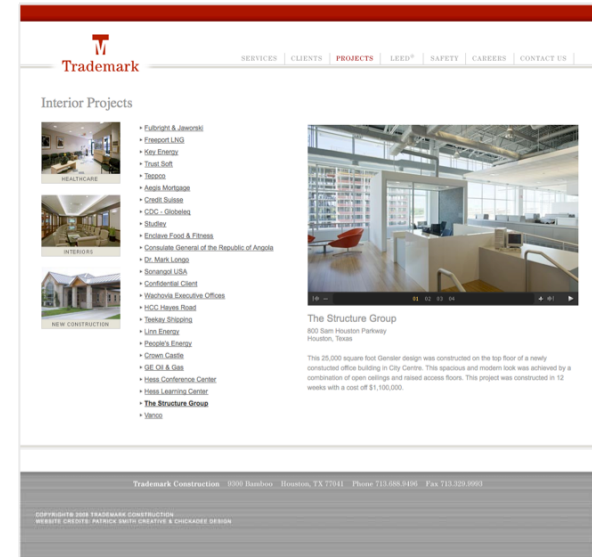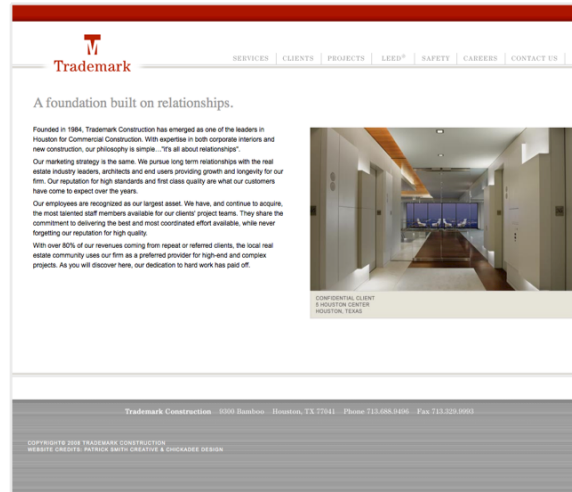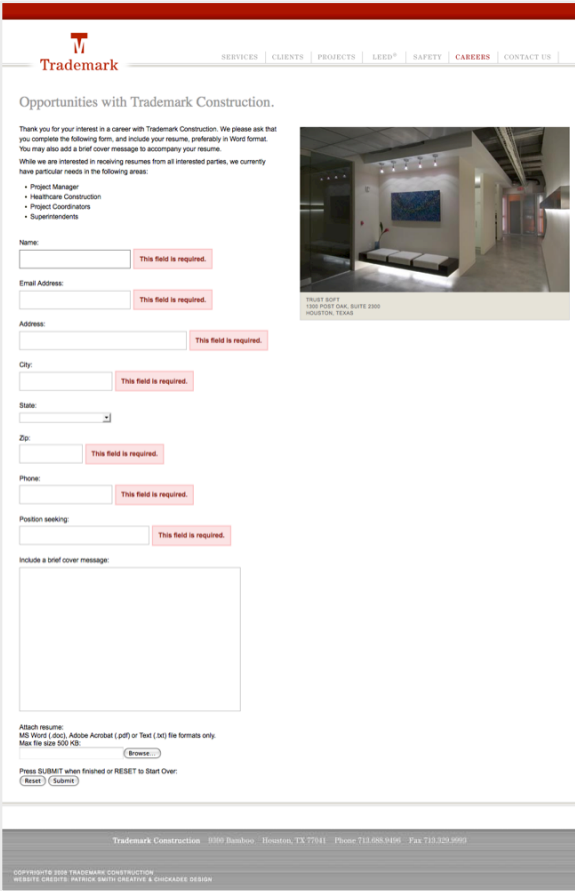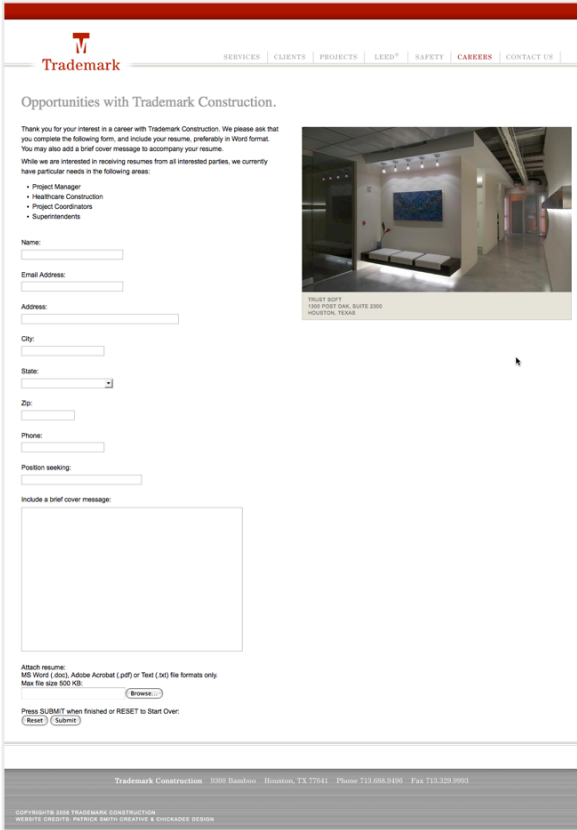jQuery

Freelance Web Projects

Project Photography

Responsible for photography of
completed projects

Project Photography

Project Photography

Creator   Ethan Whaley

Modified   Wed Feb 09 2011

Project Photography

Creator   Ethan Whaley

Modified   Wed Feb 09 2011