

TROY J. BROPHY

troy@troybrophy.com
+1 (510) 224-7422

2117 Sacramento Street
Berkeley, CA 94702

EXPERIENCE

Heller Ehrman LLP

Marketing Technology Manager

San Francisco, California
June 2008 – current

- Oversee team responsible for InterAction data integrity
- Manage InterAction and Tikit applications
- Act as project manager on initiatives to increase InterAction adoption by attorneys
- Manage the Omniture CMS tool for maintenance of the public Web site
- Communicate marketing needs to IT application developers
- Manage SharePoint use for the Marketing department

BitSpark LLC

Partner

Berkeley, California
August 2003 – June 2008

- Responsible for all aspects of application front-end development
- Made user-experience and usability decisions for all applications
- Worked with a team to build custom Windows and Web applications
- Made technology recommendations based on client needs

ZDNet, Inc / CNET Networks, Inc.

Senior Editor - Web Developer

San Francisco, California
August 1997 – October 2001

- Created HTML templates for database-driven Web sites on ZDNet.com
- Developed HTML and CSS reference libraries
- Promoted to Senior Editor of CNET's Developer.com Web site
- Managed seven editors and a pool of writers
- Authored articles on emerging Web technologies
- Analyzed traffic metrics to optimize site usability

Sendai Publishing, Inc.

Webmaster

Lombard, Illinois
January 1996 – May 1997

- Independently developed and maintained a 1,500-page Web site
- Responsible for all coding, design and layout
- Worked with an editorial team to determine content
- Provided commentary for print and online publications

EDUCATION

University of Iowa

B.A. – Literature, Science and the Arts

Iowa City, Iowa
December 1996

PROFICIENCIES

Software

Adobe Creative Suite 3, Microsoft Visual Studio 2008, Microsoft SharePoint 2007, LexisNexis InterAction, Tikit E-Merge and ReAction Server, Drupal, Omniture, Vignette Story Server, Eclipse

Web Development

HTML, XHTML, CSS, Javascript, DOM, AJAX, Visual Basic, C#, ASP.Net 2.1/3.0, PHP, SQL, Flash