

## **TROY J. BROPHY**

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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