

Michaela G. Hackner

2001 N. 15th St. #403
Arlington, VA. 22201

Phone: 240.462.8210
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PROFILE

Global web technologist with headquarters and international field experience seeks to further career in strategic web communications, social media, knowledge management, and communications for non profit and international development organizations.

EXPERIENCE

World Learning

Director of Online Strategy

**Brattleboro, VT,
Washington, D.C.**
6/07 - present

- Served as technology evangelist for World Learning's web presence by driving strategy and execution as well as the utilization of effective and efficient new and emerging technologies;
- Provided counsel on web marketing strategies to leaders across the organization, from study abroad and graduate school educators to international development and citizen exchange programs;
- Leveraged Web 2.0 technologies (Blogs, Facebook, Flickr, YouTube, eNews) to promote organizational intellectual property and promote breadth and unity of organization;
- Wrote documentation and policies for organizational use of Web 2.0 technologies;
- Worked with small team and external consultants to manage and lead 2007-2008 World Learning web site redesign in Red Dot content management system (CMS);
- Trained colleagues on Red Dot CMS, blogging tools, and other Web 2.0 media.

Pact, Inc.

Leland International Hunger Fellow (program and technology specialist)

Two-year fellowship awarded by the Congressional Hunger Center

**Cambodia, Kenya,
Washington, D.C.**
6/05 - 06/07

Provided on-the-ground technical assistance and project management support to women's micro-finance and empowerment programs in Cambodia and several African countries as part of Pact's WORTH Program. Spearheaded and managed the WORTH global communications strategy including the conceptualization and development of an innovative, "story-telling" website, field collection of success stories, international public relations, and photographic marketing. Lead effort to conceptualize and develop WORTH program expansion plan through awareness and fundraising initiatives, use of technology resources, social networking, marketing campaigns, and micro-finance franchising and open source approaches.

US Government Office of Transnational Issues

Humanitarian Analyst

Consulted on and analyzed global humanitarian and food crisis situations, briefing policy makers and developing policy recommendations for senior US government officials. Performed long-term research on humanitarian issues and trends, and introduced relevant technologies, such as multimedia and blogging.

Washington, D.C.
10/03 - 6/05

Advanced Concepts, Inc.

Web Development Specialist

Consulted on knowledge management and website initiatives for government clients, including needs analysis, design, marketing, and the development and management of five websites. Managed content for clients, and designed interfaces and graphics.

Columbia, MD.
3/02 - 10/03

Infodata Systems, Inc.

Web Developer

Designed and developed websites for government clients, providing technical and graphic support. Consulted on usability and interactive design methods, site architecture, and created designs with Adobe Photoshop and Illustrator.

Fairfax, VA.
7/01 - 3/02

Booz-Allen & Hamilton

Consultant, Senior Consultant

Managed and consulted on web/multimedia projects. Designed web sites, created interfaces and graphics for CD-ROMs and the Internet, formulated layout and design for usability, and edited client content.

McLean, VA.
6/00 - 7/01

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EDUCATION

Georgetown University

Master of Arts, Communication, Culture and Technology

Graduated with High Pass. GPA 3.9, Major: 4.0.

- Cluster: International development, networks, and technology
- Graduate Thesis Title: *Shaping International Development Discourse*
- Studied abroad: FLACSO University, *Latin America and Globalization*. Buenos Aires, Argentina.

Washington, D.C.

1/02 - 5/04

Pennsylvania State University /Schreyer Scholars Honors Program

Bachelor of Arts, Letters, Arts and Sciences

Graduated May 2000 with magna cum laude in the Schreyer Scholars Program.

- Self-designed interactive multimedia/web design major.
- Studied abroad: Semester At Sea, fall 1999. Visited eleven countries by ship while taking a semester of classes onboard and participating in faculty-led, field practicum, with a focus on international development issues.

State College, PA.

9/96 - 5/00

ACTIVITIES & HONORS

Volunteer, NTEN Office Hours. Shared expertise in Web 2.0 and photography, one hour per week, to non profit technologist colleagues (2008)

Co-host, TechSoup Talks Twitter webinar and Online Forum (2008)

Presenter, South by Southwest Interactive Conference: "Pimp My Non Profit" (2008)

Member, Non Profit Technology Network (2007-2008)

Award, Mickey Leland International Hunger Fellowship (2005-2007)

Award, Academic Merit Scholarship, Georgetown University (2003)

Presenter, George Washington University Graduate Conference: Science and Technology in Context. Title: *The Limits of Technology for Sustainable Development Challenges: Rovieng, Cambodia*. (2003)

Publication, Georgetown University Journal: *Gnovis*. Title: *The Limits of Technology for Sustainable Development Challenges: Rovieng, Cambodia*. (2002)

Member, United Nations Association National Capital Area (2004)

Member, Phi Beta Kappa (1999)

Award, Highest Achievement in the Division of Undergraduate Studies, Penn State University (1998)

LANGUAGE PROFICIENCY

English (native), **French** (working knowledge), **Khmer** (basic)

COURSEWORK

International Negotiations
Networks and International Development
Networked Economics
Micro/Macro Economics
Independent Study in micro-credits
Media, Security, and Networks
Communication, Culture & Technology
Knowledge Management
Globalization and Latin America

Research Methods
Advertising
Interactive Multimedia
Graphic Design
Photojournalism and Advanced Photojournalism
Global Photojournalism
Graphic Communications
e-Commerce
Copy-editing

COMPUTER SKILLS

Excellent knowledge of **social media, web and multimedia design, development and management**. Proficient in **Red Dot CMS, WordPress, Movable Type, MS Office, HTML and CSS**. Extensive work with **Adobe design suite** and **digital photography**. Experience using **Mac OS X, Windows** and **UNIX** platforms. General computer maintenance and basic hardware/software support.

VOLUNTEER EXPERIENCE

Semester at Sea university program
Helped organize an alumni fundraiser photography show/dinner for over 800 people. Designed invitations and worked the event.

Washington, D.C.

5/02 - 10/03

Circle of Hope Therapeutic Riding Center
Assisted disabled children learning to ride horses.

Rockville, MD.

9/00 - 5/01

Pennsylvania State Dance Marathon
Fundraising leader. Participated in the THON committee for Alpha Phi Omega service fraternity, raised money individually and danced for 48 hours two years in a row..

State College, PA.

1998 - 1999

REFERENCES

Available upon request