Franz Joseph Hartl, JD

Milford, Connecticut

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Fordham Law School
Juris Doctor

Boston College
Bachelor of Arts, Philosophy

TECHNOLOGIES:

Drupal / Wordpress / Fatwire / PHP / MySQL / jQuery / CSS / GIT / SVN / CVS / Photoshop / Linux / Cloud Computing / Infrastructure Management / Scalable Web Hosting / Varnish / SalesForce / Email Marketing / CRM / Responsive Web / Google Analytics / Big Data / Web 2.0 / Basecamp / UX / MapBox / MailChimp / Constant Contact

COMMUNICATION SKILLS:

Agile Project Management / Proposals / SOWs / Requirements Gathering and Analysis / Feasibility Studies / Presentations / Content Strategy / Messaging / Copywriting / Community Management / Integrated Campaigns / Whitepapers / Social Media /

SUMMARY

Franz creates and implements integrated digital strategies and specializes in providing technological solutions for educational institutions and non-governmental organizations.

EXPERIENCE

Web Development Manager, Yale University
New Haven, CT — 2015-Current

Responsible for managing the team supporting over 4,000 Yale University websites.

Accomplishments:

- Builds and maintains custom software distribution that powers 1100 academic units including www.yale.edu
- Project Owner for $3.6 million-dollar Web Infrastructure and Content Strategy project
- Created in-house web development team to provide custom websites, including news.yale.edu, ccam.yale.edu, and yalehealth.yale.edu
- Lead Redesign of giving.yale.edu which resulted in 48% increase in online dollar donations

Digital Manager, School of Foreign Service - Georgetown University
Washington, DC — 2013-2015

Responsibilities include conceptualizing solutions, designing for online and print, coding websites, managing infrastructure, working with vendors, creating communications strategy, writing content, providing technological support and media training.

Accomplishments:

- Personally, designed and built sfs.georgetown.edu
- Launched new web sites including summersfs.com, journal.georgetown.edu, and bridge.georgetown.edu
- Served as project manager for SalesForce implementation
- Migrated over 20 sites from Fatwire to Drupal
- Created digital design and strategy

Digital Consultant, Merkle
Columbia, MD — 2012-2013

Contracted by Merkle, the largest privately held customer relationship agency in the United States, to oversee and develop their web presence. Merkle services include data modeling, infrastructure, and campaign management tool solutions.

Digital Marketing / A-B Testing / Creative Strategy

Accomplishments:

- Led the development and maintenance of all Drupal and WordPress web properties
- Developed the internationalization of the Merkle Drupal site into Chinese
- Deployed a highly available, load balanced, scalable hosting solution with a reverse proxy cache for all corporate websites
- Managed migration between development environments (development, staging and production)
- Managed outside development firms with Agile project management methodologies
- Created training materials and led training sessions
- Built custom Drupal distribution with responsive web design elements for the creation of microsites by non-technical staff

Open Source Practice Lead, NavigationArts
Mclean, Va — 2011

Contracted to spearhead the development of an Open-Source Practice at NavigationArts, a 100-person proprietary software company

Accomplishments:

- Created technical documents that collectively provided the blueprint for building and resourcing projects
- Trained staff on the open-source software development life cycle
- Implemented a hybrid Agile/Waterfalls project management methodology for managing open-source web development projects
- Wrote and delivered sales proposals
- Served as lead developer on multiple projects, including *Merkle, Teach for America* and *The World Bank*

Internet Technologist, 1099
New York, NY — 2008-2011

Provided social media strategy and web development for political organizations, politicians, universities, non-governmental organizations and media consultants

Accomplishments:

- Led the development and maintenance of Drupal and WordPress websites
- Integrated cloud solutions for e-commerce, blast email, and hosting
- Implemented social media best practices
- Strategic messaging for campaigns

Senior Manager, Advomatic
New York, NY — 2006-2008

Managed start-up firm that pioneered open-source content management system ("CMS") development. Advomatic was the first company to offer highly available, highly scalable clustered hosting specifically for the Drupal CMS. Advomatic clients included *Fast Company, Natural Resources Defense Council*, *The New York State Senate*, *Sony BMG*, *US State Department,* and *Viacom*; political clients included Congressional and Presidential campaigns.

Advomatic's work has been recognized by *The New York Times*, *Personal Democracy Forum* and *Wired*.

Accomplishments:

- Drafted and negotiated development contracts and other legal agreements
- Created and implemented business plan for open source web development
- Supervised financial functions and human resources department
- Managed outside legal counsel, deployed custom built invoice and billing system, managed payroll, implemented health insurance program

Co-Founder, Music for America
Brooklyn, NY — 2003-2004

By leveraging open-source technologies, started from scratch a youth-focused, get-out-the-vote organization that became the 29th largest Section 527 tax-exempt political organization ("Super Pac") in 2004. Music for America organized concerts involving *Beastie Boys*, *Sonic Youth, TV on the Radio,* and others. Articles about Music for America appeared in *Newsweek*, *The New York Times Magazine* and *The Wall Street Journal.*

Accomplishments:

- Recruited staff, successfully led a $1.7 million fundraising effort, and coordinated activities with other 527 organizations in a nationwide effort
- Music for America created and maintained the Event and Volunteer Drupal modules
- Partnered with sister organization, *CivicSpace*, to employ over 40 Drupal developers