

Jennifer Musser Metz

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Solid background in web publishing complemented with knowledge of business operations and the need for customer-focused service. Track record of initiative and achievement: Seeking out challenging projects, expanding job description boundaries, volunteering and being selected for positions of responsibility.

Professional Experience

Philadelphia Newspapers L.L.C. (Philly.com and associated sites)

Web Developer / Lead Systems Analyst, December 2006 to present

- Project manager for major redesign. Manage 12 track leads, vendor relationships and deliverables.
- Experience with implementation/launch cycle of multiple products, from initial concepts onward through functionality and presentation layer development, through training and end-user support. Projects included blog platform, previous redesign, search engine optimization, more.
- Experience leading Request for Proposal and Statement of Work process with multiple vendors.
- Co-lead on web site platform migration: New philly.com site launched in record 100 days without loss in traffic or site functionality.

Philadelphia Inquirer

Online Editor, November 2002 to December 2006

- Lead delegate from newsroom on web site platform transition after corporate ownership change; major contributor to transition team; helped define SOW, co-wrote business requirements for RFP.
- Created curriculum, trained more than 125 newsroom users in various aspects of web publishing.
- Drafted business requirements for an upgrade to workflow-related news budgeting tool.
- Created multimedia projects using Flash, Adobe Audition, Audacity, Cakewalk, other programs.
- Worked on ASP-based Web front ends for SQL databases, including School Report Card.
- Redesigned *Inquirer* homepage, worked with news feeds to automate production. Edited, produced, wrote breaking news stories for the Web on occasion.

Temple University

Adjunct Professor, JPRA 357 Publishing to Web, Spring 2003 through Fall 2004

- Taught seniors to plan, write, and design for the Web, including a 20-page multimedia project.

Knight Ridder Digital / Philly.com

Senior Producer / Online editor, January 1997 to November 2002

- Lead producer of award-winning projects "Black Hawk Down," and "Down with Crime," involving video, audio clip usage, public engagement; public-facing crime database.
- Syndicated "Killing Pablo" on an open-source platform for 20 other Knight Ridder markets.
- Covered Republican and Democratic conventions in 2000, managed KRD-network syndicated online-only content, including chats with elected officials and political experts.
- Led project with Penn's Annenberg School on "Citizen Voices" and "Student Voices" to engage city and high school student audiences in the mayoral election.

New Jersey Online

Associate Editor / Producer, March 1996 through December 1996

- Produced many sections during launch year. Liaison with *The Star-Ledger*, News 12 New Jersey.

The Gainesville Sun

Business reporter, July 1995 to March 1996

- Wrote for, edited a 72-page economic report on a 13-county area. Covered local businesses.

Education

Temple University: Master's in Journalism, May 2002. Communications honor society.

University of Florida: Bachelor of Science with honors, 1995, in Journalism, outside concentration in German. Edited news section of online bulletin-board service for credit.

Technical Skills

Multi-Platform Skills: XHTML, CSS, Javascript, Ajax, Velocity (Java derivative) PHP, ASP, others.
Programs: Adobe Photoshop, Flash, Acrobat, Fireworks, Audition, Cakewalk, Audacity, others.

Professional Awards

Two-time finalist for the Pulitzer Prize for Public Service, 2000 and 1999, for "Down with Crime". Served as lead producer for this multi-year project about pressure on police to control city crime rates. In 2000, the Pulitzer committee cited the Web site with searchable crime information as "innovative."

Editor & Publisher Interactive Best Special Section in an Online Newspaper Award, 1998 for "Black Hawk Down," on philly.com and in *The Philadelphia Inquirer*.

The James K. Batten Award for Excellence in Civic Journalism in 2000 for "Citizen Voices."

Newspaper Association of America's Digital Edge Award for Best Online Newspaper, for New Jersey Online, 1996.

Professional Conference Presentations

International Digital Media Arts Association, Nov. 2007: Guest speaker on Web Evolution: 10 years of Philly.com design as a mirror of technology and business development in that timeframe.

Clickability VIP Conference, April 2007: Client Case study presentation on transition and migration project, finished in record time with no traffic loss.

National Association of Hispanic Journalists, 2001. Panel discussion on multimedia web sites on the Internet and cross-cultural communications.

Annenberg School for Communication's Career Day, 2001 and 2000. Panel participant about job opportunities in online media, both years.

Success and the Female Entrepreneur, Small Business Development Center conference at Pennsylvania Convention Center, Fall 2000: Panel discussion on making businesses more accessible to the media

Pennsylvania Newspaper Association's New Media World, 1999 and 1998. In 1999, part of panel discussion on academic-media partnerships for reaching new audiences. In 1998, led discussion about non-linear storytelling and multimedia skills in newsrooms.

American Society of Newspaper Editors, 1998. Presentations about non-linear storytelling for top newspaper editors.

References and Web Addresses Available Upon Request.