

Paul C. Focazio

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Education **Bachelor of Arts**, English Writing & Literature with minor in Environmental Biology
Magna Cum Laude Graduate, L.I.U./Southampton College, May 1997

Other **Adobe Dreamweaver**, Stony Brook University, February – April 2007

Education The 10-week training on this industry-standard Web site development software package covered topics such as templates and page creation, site management, layout tables, frames vs. no frames, HTML editing, internal FTP capabilities, JavaScript, Dynamic HTML, and CSS.

Search Engine Optimization, HTML Writers Guild, June – August 2004

A six-week training on methods to enhance design/layout of Web site to improve search engine listings.

E-Commerce Web Development, Hendriks Institute, Fall 2001

Create/deploy an e-commerce site by learning fundamentals of database design, building the web front end, and creating a shopping cart element to give end users a transaction-based shopping experience

Accessible Web Design, HTML Writers Guild, April – May 2001

A seven-week web-based training course offered to Guild members in response to a 1999 policy requiring all NYS agencies to provide universally accessible web sites for people with disabilities

Graphic Communications Certification, Hendriks Institute, Stony Brook, NY, January 2001

- **Web design:** HTML, some ASP and PHP; Adobe Dreamweaver, Fireworks, Flash
- **Layout and Design:** Adobe InDesign, PhotoShop, Illustrator

Experience: Present

2/99-Present **Assistant Director of Community Relations / Web Content Manager**– *New York Sea Grant*, Stony Brook University, Stony Brook, NY

- Manage and maintain NYSG's Web sites including all sub-sites subsumed there under: keep pages uniform, accurate, and current; ensure compliance with Web policies, including accessibility; provide a system for tracking Web activity and report results periodically.
- Interface with suppliers of Content Management System (CMS) and adapt technologies for staff use when appropriate; coordinate the creation/update of CMS content forms to be used by NYSG personnel and establish the procedure for their use.
- Write for, edit, produce various publications, including *Coastlines*, a quarterly magazine. Reposition all *Coastlines* articles as content for www.nyseagrant.org.
- Attend networking events for print and broadcast media. Send press releases electronically to appropriate media and post to Web site in the News section; maintain a "currents" (news) and press release/advisory archives.
- National Communications Chair Elect (2011); Communications Representative, Northeast Sea Grant (2004 – 2010)
- Active member of: The SG Network's Web group, SUNY-CU Higher Education Web group, CU Web group, HTML Web Masters Guild, National Sea Grant Virtual Task Force (2001-2003).

4/00-Present **Graphic Design Consultant**– *PCF Designs.com, Inc.*, a freelance business with a full-suite of web and graphic design services. Surf over to www.pcfdesigns.com for information on and links to URLs including:

NY-NJ Harbor Estuary Program, Web Content Manager since January 2005, www.harborestuary.org. HEP is one of 28 nationally-designated estuaries under the **Association of National Estuary Programs**, a Washington, D.C.-based non-profit group for which I have also been writer and web developer since August 2001 (www.nationalestuar.org).

Monthly Web design / maintenance / Search Engine Optimization since January 2004 for clients including: **Atlantic Bay Sotheby's International Realty** (www.provincetownrealestatenow.com), **Gems of the Past** (www.gemsofthepast.com), **The Finishing School** (www.thefinishingschool.com), **Avionic Instruments** (www.avionicinstruments.com), **Faux de Lis** (www.fauxdelis.com), offering decorative/straight painting, furniture restoration, stenciling.

Experience: Past

Writer and editor of several print publications for the following newspapers and educational institutions:

Assistant Editor– *Rockefeller University*, Office of Public Affairs, Manhattan, NY 4/98-1/99

- Wrote feature and news articles for *News & Notes*, proofread and fact-checked other publications
- Prepared, distributed press releases to print, broadcast media, coordinated RU scientists/media interviews
- Other positions held: Communications Associate and University Events Publicity Editor

News Reporter/Assistant Culture Editor– *The Independents*, East Hampton, Southampton, NY 2/96-10/97

Editor-in-Chief– *The Windmill*, College Newspaper, LIU/Southampton, Southampton, NY 9/93-3/98