



Ash Harris | Professional Resume

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Purpose

Create websites and that are usable and easy for my clients to manage. Get my clients found online with a strong digital marketing plan including SEO, Google AdWords and content marketing.

Professional Statement

A web professional since 2003, I have been helping my clients develop a strong web presence and truly plan to connect with their audience and craft content that will attract their ideal customer. My passion is understanding your business and creating the solution that serves your organization and gets traffic to your website.

Key Qualifications

- **15 years of web consulting and web design**
- **Content Management Systems (CMS): WordPress, Joomla, Drupal, DotNetNuke, and others**
- **Google AdWords Certified**
- 4 years creating and managing and optimizing **SEO campaigns**
- **Web accessibility consulting for government and education** over 12 years
- **Technology Liaison** for state **government**, higher education, and **public schools** and related initiatives
- Experienced liaison between end-users, clients, designers and developers
- Project managed dozens of **web consulting and application development projects** for the Michigan Department of Education, Office of Special Education (MDE/OSE)
- **Providing training** in client software and framework training for over 15 years
- Providing **focus group** coordination and **facilitation**; producing **structured feedback reports**
- **Database design and front-end development, report design and programming**
- **Web design and development**
- **Software/database design and development**
- **Quality assurance** for work product returned from development teams

Experience



Ash D Harris and Associates, LLC

2017 - PRESENT

LANSING MICHIGAN | www.ashharris.com

Ash D Harris & Associates is a digital marketing firm that specializes in: keyword research, competitor analysis, the launching and management of search engine optimization campaigns and CPC campaigns on platforms such as Google AdWords. We provide ongoing consulting and regular meetings to review results and revise strategies to best serve client goals.

Click-Through-Optimization (CTO) to enhance the success of websites to convert visitors into customers.

Owner | Consultant

- **Consulting:** work with clients to identify their business needs, market and competition
- **Research:** keywords, search and advertising trends to identify areas of opportunity
- **Development:** creation of a strong digital marketing plan that encompasses SEO and digital advertising
- **Integration:** connection of all data sources available (Google Search Console, AdWords & Analytics, Facebook Reporting, etc...) with reporting tools to generate a complete picture)
- **Implementation:** systematic launch of marketing campaign
- **Reporting:** ongoing data collection and reporting to client on progress and the marketing forecast
- **Adjustments:** ongoing review and fine-tuning adjustments to campaign settings, strategy and advertising channels



AKEA Accessibility Partners

2016 - PRESENT

LANSING MICHIGAN | www.akeaaccessibility.com

AKEA Accessibility Partners was started because there was an emerging need within public institutions, education and finance to comply with web accessibility standards allowing access to web content to all users. Bringing together over 15 years of experience working in government and providing web consulting services, our specialists are focused on addressing those needs.

Managing Partner

- Providing **focus group facilitation**; producing **structured feedback reports**
- **Technology Liaison** for **state government, higher education, and public schools initiatives**
- Responsible for **client relationships**
- **Requirements gathering and documentation**
- Coordination of **client communications**



AKEA Web Solutions, LLC

2010 - PRESENT

LANSING MICHIGAN | www.akeaweb.com

AKEA Web Solutions provides web design and development services for schools, government, higher education and small business. Our experts are focused on crafting solutions that address business needs and communicate effectively with website visitors driving them to convert into customers. Our consulting process is heavy on strategy and focused on ease of use for both our clients and their stakeholders.

CEO, Director of Web Services

- Web Solutions consultant focusing on website approach to Marketing, Development, and Best Practice solutions
- Responsible for **requirements gathering and documentation**

- Coordination of client communications
- Managing of online marketing and search engine optimization activities
- Managing **business development** and **maintaining strategic relationships**
- **Client and Technical Trainer** for website management
- Management of vendors and contractors



Center for Educational Networking (CEN)

2004 - 2014

LANSING MICHIGAN | www.cenmi.org

CEN is a Mandated Activities Project (MAP) funded through the MI Department of Education, Office of Special Education (MDE/OSE). For 10 years I directly supported special education initiatives in the State of Michigan with CEN. I oversaw 14 special education websites for Michigan Department of Education, Office of Special Education (MDE/OSE).

Technology Coordinator

- Served as the **Project Lead** coordinating and **facilitating meetings and group sessions** to **plan, execute and launch websites and web applications**.
- **Managed development teams** and served as **Project Manager** on technical projects
- **Provided training to end-users and stakeholders** on **software, websites and accessible content**
- **Developed accessible websites** and **published compliant content**
- Reviewed websites with **JAWS screen-reader software**
- **Production of video captions** and publishing **accessible video content** online
- Management and coordination of **technology vendors**

Websites Supported:

- Center for Educational Networking (CEN) | www.cenmi.org
- Continuous Improvement and Monitoring System (CIMS) | cims.cenmi.org
- Early On Michigan (including separate e-commerce website) | www.1800earlyon.org
earlyon.cenmi.org/products
- MDE Low Incidence Outreach (MDE-LIO) | mde-lio.cenmi.org
- Michigan Alliance for Families | www.michiganallianceforfamilies.org
- Michigan Special Education Mediation Program (MSEMP) | msemp.cenmi.org
- Michigan's Integrated Behavior and Learning Support Initiative (MiBLSi) | www.miblsi.org
- Michigan's Integrated Mathematics Initiative (Mi²) | mi2.cenmi.org

- Michigan's Integrated Technology Supports (MITS)
Now known as Alt+Shift | www.altshift.education
- Michigan's Transition Outcomes Project (MI-TOP) | www.mitransition.org
- Project Find Michigan | www.1800earlyon.org/about.php?ID=45
- Reaching & Teaching Struggling Learners Initiative (RTSL) | *site retired*
- Statewide Autism Resources and Training (START) | www.gvsu.edu/autismcenter



Artemis Solutions Group

2001 - 2004

Lansing Michigan | www.artemis-solutions.com

Artemis Solutions Group is a software development and IT management consulting firm. Clients included: small to medium-sized business, government, education, municipalities. Artemis is a Microsoft development and support company that provides enterprise-level services in the areas of web development, web application development, systems engineering and software integrations.

Software and Database Developer

Responsible for maintaining client relations and providing client consulting, problem solving and engineering of solutions for software and web.

A major project during this time was with the **Special Education Contact Database Normalization and Redesign and Ongoing Support** spanning **3 years**:

- Automated the processing and normalization of data for **30,000 Michigan and national special education contacts**
- **Converted database format** from flat to dynamic and created new infrastructure eliminating double-entry and enhancing data maintenance efficiency
- **Designed and developed reporting engine** to produce annual printed directory from the contact database
- **User interface** design and development
- **Ongoing troubleshooting, support, development and user training**

Responsibilities included:

- **Client consulting and project planning** for technical projects
- **Database design and front-end development, report design and programming**
- **Web design and development**
- **Software/database design and development**
- **Quality assurance** for work product returned from domestic and international development teams

Education & Certifications

Google AdWords Certification

AdWords Fundamentals - 2017
Search Advertising - 2017
Display Advertising - 2017
Video Advertising - 2017
Mobile Advertising - 2017
Shopping Advertising - 2017

Institute for Educational Leadership, Michigan Chapter

epfp.iel.org

Education Policy Fellowship Program (EPFP) – 2011

WebAIM, Logan Utah

www.webaim.org

WebAIM Web Accessibility Training Certificate – 2010

University of Illinois at Urbana/Champaign, Champaign County Illinois

www.illinois.edu

Certificate, Web Accessibility Standards – 2007

Great Lakes Christian College, Lansing Michigan

www.glcc.edu

Bachelor of Science, Counseling – 1995 to 1999

Software & Technology Skills

<ul style="list-style-type: none">• SEMRush• CrazyEgg• SpyFu• Google Search Console• Google AdWords• Google Analytics• Google Merchant Center• RavenTools	<ul style="list-style-type: none">• Web Accessibility Standards (W3C)<ul style="list-style-type: none">◦ WCAG◦ Section508• Freedom Scientific<ul style="list-style-type: none">◦ JAWS• WordPress• DotNetNuke• Drupal• Joomla• Concrete5	<ul style="list-style-type: none">• Adobe Creative Cloud• MS Office Suite• Google Apps / GSuite• FileMaker Pro• Visual Studio• Crystal Reports
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