

AREAS OF STRENGTH

Barrett has a decade of successful technical leadership, project planning, management, design and programming experience. He is an articulate and persuasive oral and written communicator with expert skills in fostering strong relationships with colleagues internally and externally in politically demanding environments. He has excellent organizational skills and the ability to lead teams through complex and ambiguous tasks. He enjoys working hard and takes great satisfaction transforming good into excellence.

WORK EXPERIENCE

Seattle University, Seattle, WA

Senior Application Engineer (March 2019 - Present)

- Campus liaison and technical lead for digital forms adaption project
 - DocuSign and SoftDocs Etrieve digital forms administrator
 - Assess business needs to design and build document workflows
 - Onboard and training
 - Developed training materials, videos and documentation
- In partnership with Enrollment Services led the implementation of a new student CRM (Slate)
 - Led design and architecture of new CRM
 - Led migration of data from previous CRM to new CRM implementation
- Member of CRM Steering Committee
- Provide consulting and customer support to ensure our customers' success through brainstorming ways to support business needs create efficiencies
- Designed and built scholarship calculation tool based on education merit awarding more than 170 million dollars to prospective students.
- Data mining and query building support to ensure the data represented is accurate

CRM Systems Administrator (May 2016- February 2019)

- Serve as the system administrator, responsible for highly customized Salesforce instance
- Provide day-to-day end-user support and training including system configuration, report generation, training aides, complex formulas and system maintenance
- Work with end-users to establish and implement best practices with regards to system usage, release management, system maintenance, configuration, development, testing, data integrity, etc.
- Create and manage custom fields, profiles, record types, objects, report types
- Coordinate and communicate with impacted members of our campus community
- Proactive identification of process improvement and enablement opportunities that include selection, configuring and installation of plugin applications that enhance the functionality of base CRM software.
- Review, map, and analyze business processes and translate to system requirements
- Work with all levels of the organization to determine needs and establish priorities
- Contribute to and maintain system standards
- Research/recommend innovative automated approaches for end-user workflows and integration tasks using Workflow Rules and Process Builder
- Gather system requirements, conduct analysis, coordinate the design of solutions
- Design and build queries for complex system integrations

Barrett Dowell Design, Seattle, WA

Owner – Web Design Hobby Business (March 2009 – Present)

- Website planning, design, and development using HTML, PHP, SQL, Photoshop, SASS/CSS, JavaScript/jQuery, WordPress; Training and technical support for clients; Branding and business material design for clients

Veterans Coming Home, University of Wisconsin-Extension, Madison, WI

Technology Strategist and Project Manager (July 2013-May 2015)

**This project was grant funded by the Corporation for Public Broadcasting and ended May 2015.*

- Spearheaded the planning, UX research, design, development, implementation, and metrics based refinement of a localizable multi-website network and content management system for public media's role in supporting veterans. This network of websites connected thousands of veterans with inspiring video and audio stories along with resources to support their transition to civilian life
- Designed and coded a multi-website network using HTML, PHP, SQL, Photoshop, SASS/CSS, JavaScript/jQuery, WordPress
- Created budgets and estimates for costs related to the development, hosting, and administration of a multi-website network
- Planned, scheduled, and executed all stages of online training and onboarding of station grantees for their own custom localizable Veterans Coming Home websites; Monitored adaption progress to meet deadlines
- Summarized grantee activities for quarterly reports and responded to informational requests from our funder and partners
- Tracked and analyzed performance metrics for all VCH sites and recommended and implemented solutions for an increase in performance and site traffic using Google Analytics
- Maintained collaborative working relationships with key staff at PBS, NPR, local stations and public media producing organizations
- Navigated and adhered to the University of Wisconsin-Extension rules and regulations for obtaining bids from contractors, service vendors, developers and designers
- Wrote, published, and maintained content for flagship Veterans Coming Home website; Authored training materials and slide presentations

National Center for Media Engagement (NCME), University of Wisconsin-Extension, Madison, WI

Promoted to Emerging Media Manager (April 2010-June 2013)

**This project was grant funded by the Corporation for Public Broadcasting*

- Excelled in guiding the work of technical teams
- Led the development team of a digital mapping portal which provided a way of visualizing over 700 community engagement efforts implemented by public media stations, national foundations, and the Corporation for Public Broadcasting; Articulated project goals and scope, translated business needs into technical terms, Monitored progress to meet deadlines
- Project managed the organization's transition from a custom built Oracle database to an enterprise SaaS Salesforce database; Articulated project goals and scope, translated business needs into technical terms, Created project estimates; Researched and obtained bids from developers; Monitored progress to meet deadlines
- Project managed organization's database driven website redesign; Coordinated consultant bids and contracts; Articulated project goals and scope; Translated business needs into technical terms; Monitored progress to meet deadlines; Tracked and verified their work; Coordinated integration with Salesforce database
- Salesforce Administration; including the creation of custom apps, objects, reports, forms, and dashboards; Administered user roles, permissions, rules, licenses, capacity and storage management. Trained staff on

Salesforce best practices in person and remotely; Oversaw the migration of the thousands of contact records and grant data into a new Salesforce database

- Led the exploration/research, analysis, the recommendation, and implementation of new technologies that streamlined, complemented, and improved the work the NCME performed in collaboration with public broadcasters, national non-profits, and foundations
- Designed and coded Public Media Works a dynamic database driven website of inspiring stories demonstrating how public media makes communities stronger
- Planned and developed, UX and a new application flow for bi-monthly webinar administration and registration. Optimized the online registration system and back end administration. These improvements streamlined the process for registrants and reduced a tremendous amount of labor for our staff.
- Designed and coded the front end public facing webinar registration pages on the MediaEngage.org site.
- Led the exploration/research, analysis, the recommendation, and implementation of new technologies that streamlined, complemented, and improved the work the NCME performed in collaboration with public broadcasters, national non-profits, and foundations
- Served as a technical consultant for the Corporation for Public Broadcasting's American Graduate, Teacher Wall, My Source For, and Mortgage Crisis campaigns
- Planned, facilitated and led meetings; Crafted written communications, agendas and meeting summaries with action items
- Researched and summarized grantee activity data as requested and for quarterly reports; Responded to informational requests from our government funder and partners
- Maintained collaborative working relationships with key staff at PBS, NPR, local stations and public media producing organizations
- Navigated and adhered to the University of Wisconsin-Extension rules and regulations for obtaining bids from contractors, service vendors, developers and designers

Technology Specialist and Project Manager (April 2004- March 2010)

**Increased responsibilities and achieved monetary promotions during this time period*

- Project managed and coordinated the development of the first online story collection tool used in public broadcasting history in collaboration with PBS to help public broadcasting stations connect with their communities around the broadcast of Ken Burns's THE WAR. Eighty-one public television stations implemented the story tool on their websites and more than 2,800 WWII-related stories were collected and shared
- Planned online training and on-boarding of station affiliates in partnership with PBS to help member stations implement the story tool on their websites
- Drove impressive improvements organization wide as a result of IT implementations. Managed the core database development including the development of a webinar administration and registration system, organization and contact tracking, grant administration and tracking portal; Assessed business implications for each phase of the project; Coordinated improvements with contractors to meet deadlines; Trained staff on use, continually sought out feedback from staff to ensure the database portal design and features met the needs of the organization and staff
- Led the research and coordination to stream live video events online to hundreds of PBS and NPR affiliates and thousands of public broadcasting professionals; The successful stream reached a new market and nearly doubled the audience than previous events
- Maintained the nationaloutreach.org website, performed and coded updates
- Presentation experience at national PBS conferences, NCME's board of advisors, and on national webinars
- Researched and summarized grantee activity data as requested and for quarterly reports; Responded to informational requests from our government funder and partners

National Center for Outreach (NCO), University of Wisconsin-Extension, Madison, WI
Unit Manager (July 2002- March 2004)

- Tracked a \$1.4 million budget
- Administered \$200,000 in grants; Monitored grantee project progress; Instilled accountability for reporting and grant deliverables; Summarized grantee activities and budgets as requested and for quarterly reports
- Project managed national conference; Organized, managed, and scouted locations for conferences attended by more than 300 public media professionals; Coordinated logistics with hotels, a/v companies, and sponsors; Served as primary contact
- Managed outreach interns; Oversaw the day-to-day operations of the NCO office
- Coordinated all travel logistics, event registrations, and travel reporting for staff
- Navigated and adhered to the University of Wisconsin-Extension rules and regulations for purchasing, booking travel, and contracting with outside service providers

Wisconsin Public Television, Madison, WI
Outreach Project Coordinator (September 2001-April 2002)

- Serve as the content controller for the special project websites; Researched existing statewide community engagement performed by other not for profit organizations; Created outreach materials, mailing lists, and coordinated conference calls

Filmcore, San Francisco, CA
Editor's Assistant/Client Services: (January 2000 - July 2000)
**Left for family medical emergency in Wisconsin*

- Assisted the editors; Digitized video and logged footage in an Avid editing systems; Researched sound effects, and scanned artwork; Catalogued film negative and commercial elements

Nickelodeon Animation Studios, Burbank, CA
Production Internship, HEY ARNOLD! (June 1998 – August 1998)

- Managed art background and prop library; Created show bible; Prepared show elements for animation

EDUCATION

BA in Communicating Arts (1998); University of Wisconsin-Madison, WI

EXPERT SOFTWARE KNOWLEDGE

Adobe Captivate, Adobe Suite CC (Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop), Box, Dropbox, Drupal, Filemaker Pro, Garageband, Git, Google Analytics, Google Drive/Apps, Grunt, Microsoft Teams, Microsoft Office (Word, Excel, PowerPoint), Salesforce Administration, Soundbooth, Survey Gizmo, YouTube Admin, VUE, WordPress, Adept in Apple and Microsoft OS

PROGRAMMING LANGUAGES

HTML, CSS/SASS, PHP, SQL, ColdFusion, JavaScript/jQuery, KML, XML, W3C Validators

COMMUNICATION PLATFORMS

Adobe Connect, Basecamp, Facebook, Facetime, Google Hangouts, GoToMeeting, HootSuite, Join.me, Microsoft SharePoint and Teams, Slack, Skype, Twitter, WebEx

VOLUNTEER EXPERIENCE

Washington Department of Health, Seattle, WA

Volunteer/Advisor for REAL FOOD Branding Campaign – FINI Grant (June 2015 - October 2015)

- Collaboratively designed a branding campaign to explain new federal grant food stamp benefits to project partners, direct service providers, and EBT card users;
- Led research phase of Real Food branding project, wrote survey questions and conducted in person surveys

Seattle International Film Festival, Seattle, WA

Venue Crew (May 2015 – June 2015)

HOBBIES AND INTERESTS

Cooking and Cooking Classes, Coffee Roasting, Photography, Oil Painting, Paddle Boarding, Hiking, Reading about web design, cookbooks, and the early days of film. I also believe in supporting the arts and frequent the Seattle Repertory Theater, Pacific Northwest Ballet, Jazz Port Townsend, and the Seattle Symphony

"Barrett has a way of figuring out how to make something work even if he or nobody else has ever done it before." — Charles Meyer, Executive Director, Veterans Coming Home

"It [Veterans Coming Home] was the most streamlined and easy to execute localization of a national website I have ever done in conjunction with a national PBS project!" — Lucy Swift, Vice President, Minnesota Productions & Partnerships Twin Cities Public Television