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Joe Hoover

My passion is to promote and protect client online brands using my years of web development, analytic, blogging, SEO, PR and marketing professional experience.

Experience

Minnesota Historical Society, St. Paul, Minn.

Interactive Marketing and Web Developer Specialist – 2006-Current

Interactive Marketing/Social Media

- Work with the marketing group to create the framework for MHS Interactive Marketing best practices
- Use analytics software to track trends and generate reporting that shapes web content
- Identified the opportunities, and took the lead in MHS' entry into the world of social media; efforts include initiating Facebook pages, Flickr sites, YouTube site and Twitter feed. As a result, MHS is now a national leader for social media among state historical societies.
- Development of guidelines and documentation for blogs, e-mail and social media use
- Develop in-house expertise on blogging, new media, podcasting, other Web 2.0 technologies, citizen journalism, including training and teaching sessions
- Research and vet the ever-changing software and technology to support our growing interactive marketing initiatives
- Shot, edited and disseminated podcasts and online video
- Design and develop opt-in membership e-mail and messaging campaigns in accordance with federal CAN-SPAM regulations.
- Strategize and produce SEO campaigns and to highlight positive online conversations and de-emphasize negative conversations on popular search engines
- Create and manage advertising campaigns using Facebook and Google contextual ads and keyword marketing
- Develop a significant knowledge-base and automated aggregator for efficiently monitoring the twitter-verse and blogosphere for conversations relevant to MHS
- Internally evangelized, demonstrated and developed institutional knowledge on cost-effective benefits of incorporating interactive marketing and social media into promotions, events, research and exhibits

Web Design/Site Development

- Development of e-newsletter templates that work across multiple email readers
- Research and implement ADA web accessibility strategies
- Development of Finding Aids XSLT style sheet to take use of EAD document type definition
- Introduced open source technologies and applications
- Assisted in set up of the Drupal web site development platform
- Oversaw the implementation of Centos web server and MYSQL

database development

- Transition blogs from Coldfusion CFblogs to PHP based Wordpress to take advantage of better security, user-interface, usability features
- Developed Mediawiki base web site, Placeography.org
 - Site design and architecture
 - Template and page creation
 - Installation of extensions to add functionality
 - Encouraged participation through interaction on-line with individuals and by visiting and presenting to educational, historic, neighborhood and preservation organizations
- Set up analytics tools including Google Analytics, Google Webmaster and Quantcast to measure MHS Web site performance and trained staff on using the application and interpreting stats
- Train staff in use of Dreamweaver and Contribute to access and update content on main web site

Go East, St. Paul, Minn.

Interactive Designer/Developer – 2005-2006

- Created interactive designs and interfaces in HTML, PHP, CSS, XML, and Flash
- Developed information architecture for client web sites

SimonDelivers.com, Minneapolis, Minn.

Art Director – 2004-2005

- Oversaw and executed the creation of print and web materials
- Designed both information architecture and graphics for new and redesigned web sites
- Developed file backup and project management standards

Creatis Inc., Minneapolis, Minn.

Senior Web Designer – 2002-2004

Partial client list:

- Creatis, Inc. Studio: in house art direction, design and production for print collateral pieces, web sites for clients; maintained file and web server and provide trouble-shooting technical support for studio
- Target: information architecture for web based application; developed process flows and site maps; oversee web team's development of HTML templates
- Cargill: collaborated with project manager to design information architecture for intranet site for Executive Team; design site look & feel; produced web site in HTML
- Medtronic, Inc.: design and production of interactive Flash game
- Lawson Software: consult with client to determine marketing outcome and style preferences; provide illustration and web animation in Macromedia Flash for web based tutorials
- Best Buy: image-editing product photography for BestBuy.com; supervised team of six other image editors

Volunteer Work/ Internships

Richfield Historical Society, Richfield, Minn.

- Current president of the board
- Planned and executed Web presence
- Lead the development of the society's first Marketing Plan
- Create branding guidelines
- Design, build and promote exhibits
- Create and execute the marketing and promotional plan for *Richfield Minnesota's Oldest Suburb* – a coffee-table book celebrating the 150th anniversary of the incorporation of Richfield
 - Promotion of the book was so successful that we went into a second printing
 - Awarded *WOW Award* by the AASLH
- Voted volunteer of the year, 2006

West Side Historical Society, St. Paul, Minn.

- Former chair
- Work with local library to develop archives
- Lead the creation of permanent history displays for library
- Lead the development of marketing collateral

Internship, Dakota County Historical Society

- Participate in the collection and conducting of oral histories of long time stockyard employees.
- Assist in the cataloging of artifacts

Recent Conferences

- Minnesota Interactive Marketing Association Summit, Minneapolis, Minn. – Oct. 2009
- AMM and MAM 2009 Conference, St. Paul, MN – September 2009
- American Association for State and Local History, Indianapolis, IN – Sept. 2009
- Museums on the Web Conference, Indianapolis, IN – April 2009
- Drupal Daze, St. Paul, Minn. – 2008
- Museums on the Web Conference, Montreal, Québec – April 2008
- Minnesota Interactive Marketing Association Summit, Minneapolis, Minn. – Oct. 2007

Memberships

- Minnesota Interactive Marketing Association

Speaking

Museums on the Web Conference, 2009

Collaborative History - Creating (and Fostering) a Wiki Community
(<http://bit.ly/placeography>)

American Association for State and Local History, 2009

Panel Discussion: Incorporating Web 2.0 Technologies with a Staff of One

AMM and MAM 2009 Conference, 2009

Panel Discussion: Social Media Social Time

Education

Metro State University St. Paul, Minn.

- Bachelor of Arts in Political Science

University of Minnesota Minneapolis, Minn.

- Candidate for Bachelor of Fine Arts

Web Sites

<http://www.mnhs.org> (main work)

<http://twitter.com/mnhs> (work)

<http://www.facebook.com/minnesotahistoricalsociety> (work)

<http://www.youtube.com/minnesotahistory> (work)

<http://www.flickr.com/photos/minnesotahistoricalsociety> (work)

<http://www.placeography.org> (work)

<http://bit.ly/a4DqjX> (wikimedia Commons work)

<http://en.wikipedia.org/wiki/Special:Contributions/Mnhs> (work)

<http://www.linkedin.com/in/nyargle> (personal)

<http://nyargle.com> (personal blog)

References

Furnished upon request.