

# brett lyon

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## professional experience

### The McGraw-Hill Companies

**Project Manager/Developer** New York, NY April 2005-Dec. 2007

Projects included a complete overhaul of ENR.com from requirements gathering through execution and close, a Google Mini implementation, blogs, a podcast channel, RSS feeds and other web-related projects. Awards: ASBPE for Best Overall Web Publication, Jesse H. Neal for Best Web Site, Best Online Article or Series.

**Senior Editor** April 2005-Dec. 2007

Responsible for all editorial content on Construction.com and a weekly newsletter targeting the architecture, construction and engineering industries.

### Town Sports International

**Consultant** New York, NY Nov.2001-Jan.2003

Worked with major corporate clients to build customized health-benefits packages. Newly established accounts included The New York Times, NASD, and iVillage.

### Viacom/Noggin

**Analyst** New York, NY June 2001-Nov.2001

Monitored and supported functionality for real-time interactive web applications.

### DoubleClick

**Project Manager** New York, NY June 2000-Dec.2000

Managed company-wide infrastructure projects as part of an IT project management team. Major initiatives included a SalesLogix CRM roll-out, a knowledge management system implementation, a systems-monitoring and diagnostic assessment and a product-training environment installation.

**Quality of Service Analyst** 1998-June 2000

Used a variety of tools to monitor and maintain the flow of data across production networks. Cultivated and managed relationships between third-party ad servers and internal sales, marketing and legal teams. Established service-level guidelines and monitored performance using SiteScope, custom-built scripts and other tools.

### Freelance

**Web Developer** March 1998-Nov. 1998  
Jan. 2001-May 2001

Designed and produced web sites for small businesses and individuals.

### Japan Travel Bureau

**Supervisor** New York, NY April 1990-March.1998

Led a team of five agents in the planning and large-scale acquisition of hotel and meeting space for meetings and events around the world.

## education

**Master of Business Administration** Major: E-commerce and Marketing  
State University of New York Institute of Technology, Utica, NY May 2005

### Certificate in Internet Technology

New York University SCPS, New York, NY June 1998

**Bachelor of Business Administration** Major: International Marketing  
Baruch College - Zicklin School of Business, New York, NY Dec. 1995

## skills

**Major Technologies:** MS Project/Office 2007, OpenProj, HTML/XHTML 1.0, CSS 2.1, JavaScript, Linux, PERL, XML/XSLT, PHP, Dreamweaver, Photoshop, Acrobat, DART, SiteScope, SPSS, Crystal Reports, and Primavera Teamplay

**Languages:** English, Swedish, Romanian, Spanish, studying French