

Profile **Experienced technical architect, technical project manager and content management expert with superior communication skills.**

Relevant Experience Senior Technical Lead - Beaconfire (2011 – Present)
Manage development of content management system (CMS)-driven websites for non-profit clients. Lead advanced customization of CMSs like eZ Publish and Sitecore, integration with external tools and third-party modules, and development of custom extensions. Selected accomplishments include:

- Pitched American Museum of Natural History (AMNH) and helped Beaconfire win the contract to redesign their web site (amnh.org); co-led technical design, development, and project management of the redesign.
- Led redesign effort for Community Partnership for Arts and Culture, including managing a project team of internal and contract developers.
- Wrote eZ Publish extension for Ad Council to integrate the CMS with the Brightcove video player to simplify media asset management and display.
- Trained technical and non-technical staff (including clients) in eZ Publish and wrote training documentation.

Independent Technical Consultant (2008 – 2011)
Provided technical consulting, technical project management, and web development services with an emphasis on CMS selection and implementation. Selected accomplishments include:

- Led development and Sitecore architecture for McKinsey & Co.'s global departmental extranet.
- Designed and developed a Google maps-driven low-cost healthcare facility lookup tool for PBS.org.
- Led Center for American Progress through a custom eZ Publish upgrade path to move them to the latest version.
- Provided custom eZ Publish, Sitecore, and PHP/.NET development for clients including APCO, Navigation Arts, Neustar, TIG Global, ThinkCreative, EchoDitto, Granite Horizon, and PBS.org.

Director, Technical Services - Mindshare Interactive Campaigns (2003 – 2007)
Repeatedly promoted in recognition of outstanding leadership, technical, and project management skills at this award-winning interactive PR firm. Responsible for managing staff and ensuring technical projects met quality standards and were delivered on time and within budget. Selected accomplishments include:

- Pitched client and managed the development of the Webby-nominated netlc.org, a \$500,000+ project.
- Brokered first-time partnerships between Mindshare and Adobe, as well as Mindshare and eZ Systems.
- Managed a team of developers and engineers including several remote employees.
- Wrote first-ever PHP library for the Adobe Breeze real-time collaboration platform.

Programmer/Analyst - Humanitas, Inc. (1999 – 2003)
Designed, developed, tested and implemented multi-platform technology solutions for government healthcare organizations at this management consulting firm. Selected accomplishments include:

- Developed ePanel[®], a web-based multi-user document review and editing tool.
- Architected and developed online data-collection and aggregation tools to facilitate studies of NIH research grant recipients.
- Architected and re-factored eligibility requirements for Texas's Children's Health Insurance Program call center to use object-oriented coding methodology.
- Collaborated with senior management on technical strategy and client proposals.

Awards, Speaking & Publications	<ul style="list-style-type: none">• Author, "7 Ways to Be the Programmer No One Hates" for PBS's <i>MediaShift</i>: http://to.pbs.org/lxRcox• Session Panelist/Producer at SXSW Interactive 2010 (audience favorite), 2011 and 2012• Winner, 2007 "Publication of the Year" eZ Award for article <i>Indexing Multiple Binary File Types</i> written for the eZ Publish web site: http://bit.ly/Nfausv
Technical Certifications	<ul style="list-style-type: none">• eZ Publish Certified Developer• Sitecore Certified Developer• Microsoft Certified Professional
Technical Skills & Tools	<ul style="list-style-type: none">• PHP; .NET; CSS; JS; LAMP & Windows environments; SVN; git.• Full list available at jordanhirsch.net/resume
Education	University of Maryland, College Park: B.A. in Government and Politics (Computer Science concentration) with honors
Interests	Performing and teaching improvisational comedy; giving workshops on the life and business lessons of improv principles; writing and recording music.