

Carl G. Macki

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LinkedIn [Profile](#)

WordPress site: carlmacki.com/wordpress

Portfolios: [Photo](#) | [Mobile and Web](#) | [Posters](#)

OBJECTIVE:

To be of service, and to enjoy my work life.

- CORE SKILLS in Web Design/Development/Editing/Writing
Prepare, rewrite and edit copy to improve readability, Verify facts, dates, and foreign words and phrases, using standard reference sources. Read copy or proof to detect and correct errors in spelling, punctuation, and syntax. Suggest story or content ideas, considering reader or audience appeal. Plan the contents for e-publication according to style and publishing requirements with Adobe InDesign and other programs. Oversee publication production, including artwork, layout and typography.
- Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Perform or direct web site updates. Write, design, or edit web page content, or direct others producing content. Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions. Back up files from web sites to the cloud for instant recovery in case of problems.
- Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction.

- Evaluate code to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems.
- Maintain understanding of current best web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Analyze user needs to determine technical requirements. Develop or validate test routines and schedules to ensure that test cases mimic external interfaces and address all browser and viewports.
- Revise written material to meet the highest standards and to satisfy needs of clients, publishers, directors, or producers.
- Choose subject matter and suitable design of form to express experiences or ideas, or to narrate stories or events.
- Work in Photoshop or another suitable program to produce prototypes, wireframes and outlines; and organize material accordingly.
- Prepare works in appropriate format for publication, and send them to publishers or producers
- Follow appropriate procedures to get copyrights for completed work.
- Attend book launches and publicity events, or conduct public readings.
- Write words to fit musical compositions, including lyrics for operas, musical plays, and choral works.
- Adapt text to accommodate musical requirements of composers and singers.

Recent Activities:

MANUSCRIPT EDITOR AND PUBLISHING CONSULTANT. May '13-present. Editing of book manuscript (called "The Holy Trinity"), and publication into epub format. Private client.

MULTIMEDIA ARTIST, WEB DESIGNER-EDITOR AND CONSULTANT. Mar., '07-Present. Various clients. Dog-Works.co, Petaluma River Press (*Roads of Bread*, by Eugene Ruggles), Tami Kelly, Dana Alberts and Minus One, and 100tpc.org (100 Thousand Poets for Change).

WEB DESIGNER, VIDEO EDITOR AND CONSULTANT. Since March, '11. Center for Continuing Education, 395 Del Monte Center, #178, Monterey, CA 93940 Phone: 1-800-443-MCLE, cce-mcle.com. (Also, website: laruerocks.com)

WEBMASTER, Web Designer and Consultant, March, '08-present. Various clients. PetalumaPoetryWalk.org, Cotati Cafe Poetry Series. Computer and Technology Resource Center.

WEBMASTER, June, '07-Jan., '09. punkglobe.com, Los Angeles, CA. Ginger Coyote (ginger@punkglobe.com), Publisher.

SUPPORT SERVICES, April, '08-November, '08. IHSS, County of San Francisco, Public Authority, 832 Folsom Street, 9th Floor, San Francisco, CA 94107; (415) 243-4477

Nelson Staffing. May, '06—July, '08. TEMPORARY CONTRACT WORKER on assignment. See below.

SUPPORT STAFF, Nielsen Merksamer Law Firm, 2350 Kerner Blvd., San Rafael, CA 94901. (415) 389-6800. Updated web pages, reception; miscellaneous duties.

Comcast. 1111 Andersen Drive, San Rafael, CA 94901 415 459-5333 258-4317.

QA TESTING, Quality control: cable modems and EMTAs. Solved problem installs of products.

CLAIMS SETTLEMENT PROCESSOR, May, '06-Nov. '06. Gilardi & Co., 3301 Kerner Blvd., San Rafael, CA. 415-461-0410,

SUPPORT SERVICES, July, '06 – Dec., '06. County of Marin, Public Authority, 10 No. San Pedro Rd, Ste. 1016, San Rafael, CA 94903. Private client

ASSISTANT TO PRESIDENT. 'May, '05- May, '06. Skyside Studios (now defunct), Novato, CA.
Deliveries, estimates, web work—design and data input. Blogger.

Account Executive, Jan., '04 –Apr., '05. Marinscope Newspaper Group, 2400 Bridgeway, #290,
Sausalito, CA 94966; 415-339-8510. Designed ads and represented chain of community
newspaper in sales.

Support Services, July, '03 – June, '04, '06. County of Sonoma, Public Authority, POB 1533,
Santa Rosa. Private client.

Director, Marin Poetry Center, Jan. '01-Dec. '03. Supervised Summer Traveling Poetry Series;
attended board meetings and sponsored events.

Education:

Multimedia AND CIS Departments, College of Marin, since Fall, '11
Video, Database Development and Design, Multimedia, CIS.

Santa Rosa Junior College, Santa Rosa; 2009-2001. Studies in Computer Graphics,
MULTIMEDIA, HTML, CSS, Multimedia, Web Design.

Carleton College, Northfield, MN. B.A. Degree in Liberal Arts.

Certificates and Grants:

LASER Holography, Center for Photonics Studies, Lake Forest College, Lake Forest, IL.

Desktop Publishing, Marin Office of Education, San Rafael, CA.

Poets & Writers grantee.

Summer Leadership Seminar, American Management Association, Hamilton, NY.

Major Software Used:

Main: Adobe Creative Cloud, Microsoft Office 2013. CMS: WordPress, Drupal, Joomla!