

Donya Fahmy

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Summary of Qualifications

- 10 years of Web and multimedia experience including content development, project management, user interface design, and HTML and graphics production for new and legacy sites and CD-ROMs
- 7 years of concurrent experience developing and delivering Internet-related technical classes and content
- 9 years of PR and marketing experience emphasizing copywriting, video and print production, event planning and coordination, and project management
- Extensive writing and editorial experience in a variety of media and subject matter coupled with excellent research, B2B and marketing communication skills
- Broad knowledge of multiple industries and their respective markets, including Technology, Financial Services, Real Estate, Entertainment, Biotech, Alternative Health, and Natural Products

Web-Related Projects and Clients

Adobe Systems Inc.

CareAssured.com

Center for Electronic Art

Children's Hospital Oakland

Children's Hospital Oakland

Research Institute (CHORI)

Design Tribe

E.piphany

Ford Worldwide

Income Opportunities Magazine

Inquiry.com

JavaSoft

Learn the Net

MLM Productions

Multimedia Development Group

Netscape Server Central

Pioneer Electronics (S.I.T.E)

San Jose State University Professional

Development Center

Support Center for Nonprofit

Management

3Com Intranet Solutions Center

Webster Institute of Technical Skills

Zimmerman Lehman

Professional Experience

Planning, Production, and Project Management

- Managed content development and migration for total re-design and expansion of the **E.piphany** web site
- Developed proposal with recommended content enhancements for **3Com's Intranet Solutions Center** site
- Coordinated production & publishing of white papers & collateral materials for **Netscape's Server Central** site
- Researched, developed, and produced editorial content for two **Quarterdeck** hybrid Web/CD-ROM titles
- Directed conversion and development of content, and site architecture for **Ford Worldwide's** first web site
- Established and managed \$100,000 annual PR budget for **PMI Mortgage Insurance Co.**
- Underwrote financial guarantees for **AMBAC-insured** municipal bond issues totaling \$45,000,000

Interactive Content, Communications, and Training

- Developed and taught over a dozen technical classes on HTML, Web Design, and Ecommerce for several clients including **Adobe Systems, Inc.**, and **San Jose State University Professional Development Center**
- Created educational content for multimedia CD-ROMs and **Learn the Net** Intranet-based training modules
- Conducted research and interviews for writing press releases, articles, annual reports, & collateral materials
- Produced speeches; position papers; corporate bios; media kits; and press conferences for various clients
- Wrote and placed by-lined articles and press releases in a variety of national, local, and trade publications
- Served as associate editor, contributing music and film critic, and feature writer for Bay Area arts & entertainment publications including **Hot Ticket! Magazine** and **SF Weekly**

Professional Experience (continued)

Video Production

- Co-produced nationally distributed cable television show. Wrote scripts, recorded voice-overs and on-camera stand-ups, provided music direction and general production assistance.
- Teamed up with **Gordon Productions** to develop and produce a corporate video news release. Assisted with script writing, location management, recruitment of talent, directing the shoot and final edit.

Work History

Dropwise Essentials, San Francisco, CA Owner & Founder	2002 - present
DF Communications, San Francisco, CA Multimedia/Web Producer, Writer, Trainer, and Consultant	1994 - present
PMI Mortgage Insurance Co., San Francisco, CA Senior Corporate Communications Specialist Corporate Relations Specialist Marketing Communications Specialist	1990 - 1994 1992 1991 1990
Freelance Public Relations/Journalism, Bay Area	1988 - 1990
McGuire Barnes, Inc., San Francisco, CA Public Relations Account Representative	1988 - 1989
AMBAC Inc., New York, NY Underwriting Analyst, Healthcare Group	1985 - 1987

Education

M.P.A. Columbia University School of International and Public Affairs, N.Y., N.Y.
B.A. Barnard College, Columbia University, N.Y., N.Y. **Dean's List**

Computer & Other Special Skills

Software: Proficient in **Photoshop, Image Ready, BBEdit, Microsoft Word, Excel, FileMaker Pro.** Additional experience with **Illustrator, Quark Express, Premiere, Media Cleaner Pro, Acrobat,** Web authoring tools including **Home Site, Go Live, and Dreamweaver,**

Macintosh: Mac OS 7.x, 8.x, 9.x, and OSX

PC: Windows 3.1, 95, 98, and 2000

Programming: Extensive experience with hand-coding **HTML.** Additional experience with **UNIX, PERL,** and **JavaScript**

Multimedia Classes: **Sega Soft Digital Storytelling Workshop,** BAMTA Digital Clubhouse, Santa Clara, CA
Non-Linear Writing, Media Alliance, San Francisco, CA
Intermediate Interface Design, SFSU Multimedia Studies Program, San Francisco, CA

Equipment: Experience with **Mini DV, Hi-8 & VHS** camcorders, and **35mm** photography

Languages: Arabic, French, Italian, and Spanish