

Mike Noe

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Website management ~ User focus ~ Strategic Development

A highly experienced website director who has demonstrated the ability to significantly grow audience and site traffic in a competitive market. Strong analytical background with strategic focus on encouraging user interaction, time spent on site and rankings within major search engines. Proven experience leading people with diverse skill sets in developing web applications under tight deadlines. Effective at fostering collaboration between different agencies and developing workflow between systems to maximize efficiency. Looking to obtain a position with an online media company that will leverage my work experience, educational background and interests in building a competitive web site to meet the needs of its company and users.

- Product Development · Website Architecture · System Workflow
- User Behavior · Site Analytics · Search Engine Optimization
- Training and Teambuilding · Relationship Management · Project Management

ACCOMPLISHMENTS

- Successfully increased site standing for RockyMountainNews.com in search engines by up to 500 percent, including gaining the top position in Google for targeted topics during Democratic National Convention.
- Developed online products that helped take site to 2 million monthly visitors and 13 million page views.
- Devised workflow and training program for roughly 250 traditional print journalists to report breaking news with wireless technology and outside sources such as social networking sites Twitter and Flickr.
- Advised E.W. Scripps and Denver Newspaper Agency on developing and launching web sites such as RedBlueAmerica.com, YourHub.com and InsideColorado.com.
- Site honored in 2006 from Delta Chi and Pictures of the Year International for web presentation “Final Salute.”
- Awarded First Place in 2005 and 2006 by the Associated Press for online special packages “Early Exit” and “The Border Within.”
- Named Colorado’s best web site for multiple years from the AP and Colorado Press Association.
- Awarded First Place in 2002 for Multi-media Journalism by Scripps Howard.

RECENT EXPERIENCE

ROCKY MOUNTAIN NEWS, Denver, Colorado

1999 - Present

Interactive Editor

- Direct the daily web operation of RockyMountainNews.com, a site with 2 million monthly visitors and 13 million page views.
- Collaborate with E.W. Scripps about local and corporate strategies to increase site traffic and standings in search engines and convey those objectives to staff, department heads and partners within the Denver Newspaper Agency.
- Coach 12-person staff on establishing and adhering to standards, prioritizing projects, meeting deadlines and increasing audience.

Online Content Supervisor, Producer, (March 1999 to April 2001)

- Developed a productive relationship between the Interactive Department and the newsroom prior to their merger.
- Designed and produced special packages for the site, including early adoption of Macromedia Flash for presentations about the Columbine High School tragedy in 1999 and Denver Broncos games coverage.
- Gathered news content for the daily publication of InsideDenver.com, predecessor of RockyMountainNews.com.

EDUCATION

Bachelor of Science in Journalism with Honors (1993)
UNIVERSITY OF COLORADO, Boulder, Colorado