

TRAVIS F. SMITH

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SUMMARY

I have planned, built and run Web operations in companies that were committed to fast-paced, successful Internet development. I have managed sites with massive editorial content, and developed community around that content. I am an experienced blend of technology, editorial and management skills in a personable package.

EMPLOYMENT

Apr. 2004 – Present	<p>PARTNER, http://www.hopstudios.com/ Hop Studios Web Design Since 1996, I have been doing Internet consulting as Hop Studios. In 2002, my wife started full time running Hop Studios, and after 18 months, I joined her. I wear the hats of Web developer, information architect and new business developer. Hop Studios develops sites with the latest appropriate technologies, including cascading style sheets (CSS) and Flash MX.</p>
Mar. 2000 – Apr. 2004	<p>EDITOR, VARIETY.COM, http://www.variety.com/ <i>Variety</i>, Los Angeles, CA Directed the editorial development and production of the Web site of Variety, the "bible of show business." During my tenure, Variety undertook redesigned, started intra-day news updates, developed original content (blogs), began streaming video and won awards for its interactive special projects. Paid subscriptions increased from 1,000 to 16,000 (compared to a print subscription base of 55,000), and page views grew 170% to 3,700,000+ per month. I oversaw 11 producers, copy editors, designers, web developers and other staff. Created new database tools for readers and more efficient administrative interfaces for the staff that allowed double the articles posted without requiring new editors. Co-ordinated user testing that led to design improvements.</p>
June 1999 – Mar. 2000	<p>VICE PRESIDENT, CLIENT RELATIONS, http://www.pressflex.com/ Pressflex. Budapest, Hungary; Paris, France; and Pasadena, CA Full time. Pressflex, an ASP, provides web publishing tools to clients in North America and Europe. Supervised and coordinated feature development, user interface design, internationalization efforts, customer support, documentation and QA testing. Work performed in English and French.</p>
Aug 1994 - Sep 1998	<p>DEPUTY EDITORIAL DIRECTOR, http://www.latimes.com/ <i>Los Angeles Times</i> web site, Los Angeles, CA Full time. Supervised a staff of 12 editors for the <i>Los Angeles Times</i> and Calendar Live! (a local entertainment database). Project manager for major rollouts such as a newsroom workflow system. Coordinated redesign -- met schedule and budget goals for relaunch, which required modification of 50,000 pages and dozens of CGI applications. Negotiated partnerships with national and local information providers. Coordinated staff training. Created all site templates. Planned and developed Custom News Service, the first web-based personal news service by a major newspaper.</p>
Feb 1998 - June 1999	<p>PARIS BUREAU CHIEF, http://www.ojr.org/ <i>Online Journalism Review</i>, Annenberg Center for Communication, Los Angeles, CA Part time. From Paris, covered the French online media industry. Developed network of contacts and freelancers. Produced, edited and coded stories.</p>
May 1997 - Present	<p>ONLINE JOURNALISM LECTURER University of Southern California, Los Angeles, CA Part time. Taught graduate and undergraduate classes on New Media Technology and Online Journalism. Top course rating given by students: 4.86 out of 5.</p>
Dec 1996 - Present	<p>CURATOR, http://www.hopstudios.com/dtlink/ <i>Daily Trojan Alumni Link</i> Pro bono. Founded and maintain a database-driven web site for 2100+ alumni of the <i>Daily Trojan</i>. Designed, wrote all HTML, text and graphics. Created and moderate the alumni mailing list.</p>

SPEAKING ENGAGEMENTS

November 2003	Panel: "Careers in News" JOUR 201, History of News in Modern America USC School of Journalism, Los Angeles, CA
August 2003	Presentation: "Tips from Hollywood" Demonstrate successes and misses by entertainment industry Web sites attempting to use new technologies effectively. Western Knight Center for Specialized Journalism, Los Angeles, CA
March 2003	Speech: "Variety.com - How to Mix the Ad Sales & Subscription Sales Models" Case study of Variety's discoveries about how to sell content online while still driving traffic. ContentBiz's 3rd Annual Summit, New York, NY
November 2002	Feature Speaker: "Digital Revenue Shock Tour" Presented Variety.com's business model to a national group of online newspaper executives as part of a three-day seminar. American Press Institute, San Francisco, CA
October 2002	Panel Organizer / Moderator: "Beyond the Web" Arranged for speakers to discuss new technologies that newspapers may want to investigate. Online News Association annual conference, New York, NY
April 2002	Presentation: "Breaking News in the Internet Age" Led a special discussion of how to handle breaking news with the reporters and editors of Variety and Daily Variety. Variety, Los Angeles, CA
March 2002	Trainer: Web technology Developed curriculum and taught editors in the European bureau on how to integrate Web site tasks into their print operation. Variety (Reed Business), London, U.K.
October 2001	Panelist: "Paid Content: Will the Public Buy It?" Online News Association annual conference, San Francisco, CA.
September 2001	Presenter: Web newsroom design; Wireless technologies Highway Africa 2001: "The Digital Renaissance" Conference by the Rhodes University School of Journalism, Grahamstown, South Africa.
August 2001	Lecturer: Web Publishing Foundations Discussion of web usability standards, editorial best practices, revenue models, ethical and legal issues. Los Angeles, CA.
April 2001	Moderator: Panel on Revenue Models in Online Publishing New Media Conference presented by the UC Berkeley and the USC School of Journalism, Berkeley, CA.
March 2001	Speaker: Panel on Entertainment News Sites Panel presented by the Entertainment Publicists Professional Society, Beverly Hills, CA

EDUCATION

Sept 1990 - Aug 1994 | BACHELOR OF ARTS, University of Southern California, Los Angeles, CA
Major: **Print Journalism** Minor: Law and Society
Spring 1992 | Semester Abroad: Studied at *La Sorbonne* and *La Cité Universitaire*, Paris, France.

SKILLS

Computer | - Programming: JavaScript, Perl (CGI), PHP, HTML, XHTML, MySQL, ASP, RSS, XML
- Web tools: Dreamweaver, HomeSite, Cold Fusion, BBEdit, Textpad, Apache, IIS, search engine optimization techniques, Movable Type
- Multimedia: Macromedia Director, Fireworks, Flash; Adobe Premiere, Distiller; Sound Edit Pro
- Mac: OS 9 and OS X, Word, Excel, PowerPoint, QuarkXpress, Adobe Photoshop, Freehand, Illustrator, FileMaker Pro, Safari, Camino
- PC: Windows95/98/NT/2000/XP, Word, Excel, PowerPoint, Visio, MSPProject, Mozilla, Firefox
- Unix/Linux: vi, emacs, pine, pico, ssh
- Newspaper systems: Coyote, ATEX, ACT/APT, wire service feeds

Language | - Fluent in English and French (bilingual education)
- Functional in German, also studied Latin, Spanish, Hungarian

Shop | - Forklift and front-end loader experience
- Working knowledge of acetylene cutter

Other | - Black and white photography
- St. John Ambulance Association, Standard First Aid Certificate
- Alberta Heart Foundation, CPR Basic Rescuer Certificate
- PADI Open Water SCUBA Diver Certificate

AWARDS AND ACHIEVEMENTS

Professional | EPpy Award Finalist, (Top 3) Overall Newspaper Site less than 1,000,000 monthly visitors, 2003
Min's Best of Web Award, for Premium B2B Web site, 2002 & 2003, Uses of Interactivity, 2003
ASPBE (Business Publication) Award, 2003
Best Overall Web Publication (Gold Award), Best Original Web Database (Silver Award)
Top of The Times, Los Angeles Times Special Recognition Award, 1997 & 1998.

Personal | Gold Standard, The Duke of Edinburgh's Award, presented by HRH The Prince Edward, 1991.
Chief Scout's Award, Scouts Canada. Highest award in Scouting.

Educational | National Merit Scholarship, For academic honors, 1990-1994
William Randolph Hearst Scholarship, For academic honors, 1990-1994
Rutherford Scholarship, For academic honors, 1990

References available on request.

Thanks for reading this far.

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