

DANIELLE M. CRANMER

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Career objective

To forge a career that fuses my web and communications skills with my deep-seated interest in sustainable development.

Education

UNIVERSITY OF WISCONSIN-MADISON, B.S., Soil Science; Specialization: International Agriculture and Natural Resources, May 1998. GPA: 3.93/4.0

ACADEMIC HONORS: Fulbright Grant for study and research abroad (2000-2001), Graduated with Highest Distinction (1998), Runner-up for College of Agriculture and Life Sciences Outstanding Senior Award (1998), Douglas Sorenson Scholarship (1997), Phi Kappa Phi Honor Society (1997-1998), Wisconsin Aglime Corporation Scholarship (1996), Riker Scholarship (1995)

Relevant professional experience

WORLD HEALTH ORGANIZATION, Web Team, Geneva, Switzerland (July 2003-July 2005)

Title: Web producer

- Maintained WHO home page (www.who.int) and other high-profile sections of the WHO web site in English, French and Spanish using open-source content management system (Bricolage).
- Departmental clients for which I was responsible all renewed for the period of my employment, and number of clients *doubled* as a result of these relationships.
- Upheld strict Organizational quality standards while serving requests with a rapid turnaround rate.
- Produced training materials and documentation, administered advanced training and user support for the CMS.
- Participated in the open-source software development process by formulating specifications for improvements and providing thorough quality assurance testing.

UNIVERSITY OF WISCONSIN-MADISON, Dept of Food Science, Madison, WI (2002)

Title: Food safety outreach specialist

- Coordinated food safety education program for at-risk populations with a team of approximately 20 trainers throughout New York, Louisiana, Wisconsin and tribal lands.
- Coordinated development of bilingual, web-based educational tool: an interactive Flash animated quiz for which results were compiled in a secure online database for measuring improvement.
- Developed two supporting web sites, compiled accompanying paper-based materials.
- Deployed surveys and statistical methods to evaluate the educational program.

UNIVERSITY OF WISCONSIN-MADISON, Dept of Rural Sociology, Madison, WI (2002)

Title: Associate outreach specialist

- Analyzed spatial data and generated ArcView maps for presentation to Indiana Soil and Water Conservation Districts.
- Piloted a tractor-mounted GPS device for measuring the location and amount of manure spread on agricultural land, to be used for runoff and water quality research.

CONSORTIUM FOR SUSTAINABLE AGRICULTURE RESEARCH AND EDUCATION,
Madison, WI (1999-2000)

Title: Outreach assistant

- Solicited donations and membership renewals from members.
- Recruited new individual and institutional members for the organization.
- Wrote various articles and assisted with layout/design for quarterly newsletter.
- Conducted member satisfaction surveys and compiled results.
- Coordinated with members on CSARE promotion at conferences.

Workshops and conferences

- Information Architecture Conference. Paris, France 8-9 June 2004
- Sustainable Development in the Knowledge Era. Geneva, Switzerland 30-31 Oct. 2002
- 3rd World Summit on Internet and Multimedia. Montreux, Switzerland 8-10 Oct. 2002

International experience

- August 2002-present: Live and work in Geneva, Switzerland
- January 2000-December 2001: Fulbright research in Belém, Brazil
- January 1999-July 1999: Lived and worked in Rio de Janeiro, Brazil
- January-May 1997: Studied at EARTH University, Costa Rica

Language proficiency

- English: mother tongue
- French: advanced speaking and writing skills (passed UN proficiency exam)
- Portuguese: fluent speaking and advanced writing skills
- Spanish: fluent speaking and advanced writing skills

Computer proficiency

Languages: HTML/XHTML, CSS, IDL

Software

- HTML/CSS editors: Macromedia HomeSite, FrontPage, Dreamweaver, AceHTML, TopStyle Lite
- Remote sensing and GIS software: ENVI, ArcView, ArcGIS
- Image tools: Adobe Photoshop, ImageReady, Illustrator
- Other: Bricolage, Microsoft Office suite, Adobe Acrobat Professional, OpenOffice suite