MARK SINCLAIR KROH

Technically proficient; design-oriented; quick learner; excellent communication skills.
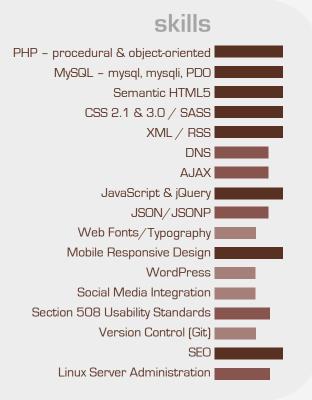
2443 Deininger Road, York PA 17406
Email: mark.kroh@iniziodesigns.com
URL: www.markkroh.com
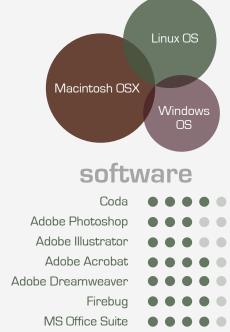Work: 717.845.5600
Home: 717.840.8770
Cell: 717.309.5334

education

South University Online, Savannah, GA
M.S. in Information Systems and Technology, 2009, 4.0 GPA
Specialization in Information Architecture and Design with an Emphasis on Interaction and Usability Studies
High Honors Graduate

Art Institute Online, Pittsburgh, PA
Web Design Diploma, 4.0 GPA

Bucknell University, Lewisburg, PA
B.A. with Departmental Honors in Art History, Cum Laude
Olin J. Oliphant Award for Highest Graduating GPA
Knight Foundation Fellowship for Research in the Humanities

Career College Association, Senior Leadership Institute

Leadership Flight School, Bartell & Bartell

skills

- PHP – procedural & object-oriented
- MySQL – mysql, mysqli, PDO
- Semantic HTML5
- CSS 2.1 & 3.0 / SASS
- XML / RSS
- DNS
- AJAX
- JavaScript & jQuery
- JSON/ JSONP
- Web Fonts/Typography
- Mobile Responsive Design
- WordPress
- Social Media Integration
- Section 508 Usability Standards
- Version Control (Git)
- SEO
- Linux Server Administration

operating systems

- Linux OS
- Macintosh OSX
- Windows OS

software

- Coda
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat
- Adobe Dreamweaver
- Firebug
- MS Office Suite

employment

Art Institute of York, Pennsylvania

February 1996 – October 2003; 2009 - Present

Positions served:
Faculty – Web Design & Interactive Media (2009 - Present)
Executive VP/ Campus Director (July 2001 – Oct. 2003)
Evening Director (Jan. 1999 – July 2001)
MIS Staff (1996 - 2001)
Cisco Networking Instructor (1999 - 2000)
Director of Continuing Education (1997 - Jan. 1999)
Continuing Education Coordinator (1996 - 1997)

> Teach web design and web programming courses.
> Serve on committees, including Strategic Plan Review committee as Campus Director, led a staff of 110.
> Co-developed a web-based student retention system, increasing retention rates over 10%.

Inizio Designs

Owner
January 2011 – Present

Founded web development company.

> Responsible for marketing, project management, server management, and coding.
> Lead ad hoc programming teams assembled to meet project requirements.
> Serve as private label programming department for a client firm, developing 80+ custom content management systems.
> Coded sites for clients including Airbus Corp., Scandinavian Airlines,
> American Airlines bankruptcy proceedings.
> Maintain Macintosh OSX, Windows & Linux hardware.
> Serve as technical support for new client implementation/data import.
> Maintain web sites using HTML, CSS, MySQL, PHP, JavaScript/jQuery, DNS, etc.

Corvus, LLC (dba Campus ToolKit)

January 2003 – Present

> - Co-founded start-up technology company.
> - Wrote specifications & led development of web-based Retention Intervention System.
> - Wrote specifications & led development of web-based Campus ToolKit System.
> - Continue to oversee all aspects of system development.
> - Co-wrote textbook How to Graduate From College the Easy Way ... and
> - Other Popular Fairy Tales.
>   Maintain Macintosh OSX, Windows & Linux hardware.
> - Serve as technical support for new client implementation/data import.
> - Write and design marketing materials.
> - Maintain web sites using HTML, CSS, MySQL, PHP, JavaScript/jQuery, DNS, etc.

Penn State University

Web Programmer / Consultant

October 2011 – September 2012

Hired to reinvent the main admissions site: admissions.psu.edu. This site receives over 25 million views from almost 2 million users each year. Responsible for the following:

> - Restructured information architecture.
> - Created a mobile responsive layout.
> - Optimized structure and content for SEO.
> - Updated code to semantically appropriate HTML5 & CSS3.
> - Coded site to meet all requirements for Section 508 Usability Standards
> - Optimized all images for mobile devices.
> - Developed a Graphic Style Manual for continued site maintenance.
> - Developed a class-based coding system for the marketing dept. to add content.
> - Consult on ongoing projects.

technical qualifications

MCSE – Microsoft Certified Systems Engineer

MCP+I - Microsoft Certified Professional + Internet

CCNA - Cisco Certified Networking Associate

CCDA – Cisco Certified Design Associate

CCAI - Cisco Certified Academic Instructor

Comptia Network + Certification

More than eighteen years of network troubleshooting, software support & training

Strong software design, coding, database and troubleshooting skills

Teach college-level JavaScript, HTML, CSS, PHP, MySQL, E-Commerce, UI Design courses

memberships

ACM Special Interest Group on Hypertext, Hypermedia and the Web (2010 – Present)

Web Design & Developers Association (2010 - Present)

World Organization of Webmasters (2010 - Present)

Web Standards Group (2010 - Present)

York County Heritage Trust Technology Task Force (2010 - Present)

York County Library System Technology Advisory Committee (2013 - Present)

Arts to the Core (arts-based charter school) board member (2014 - Present)