

BRANDY QUINLAN
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Web development student and IT professional with 20 years of experience in Digital Asset Management (DAM), within a variety of disciplines - DAM technical subject matter expert and system administrator; DAM user liaison, champion, educator and problem-solver; DAM product owner; Digital Asset Manager of Technology. Use creative, strategic and big-picture thinking to bring solutions, improve efficiencies and ensure security of access and asset usage, as well as data integrity, site functionality/reliability testing and user acceptance for DAM systems.

Wishing to pursue a career in web development.

SKILLS/KNOWLEDGE

- CSS, HTML, JavaScript, JQuery
- Responsive Design, Bootstrap
- Local/Session Storage, React.js
- Git, Github Pages
- API, JSON, AJAX
- Agile Development
- Digital Asset Management
- Software Development Lifecycle
- Taxonomy
- Requirements Gathering
- System Administration
- Leadership

CURRENT TRAINING/EDUCATION

KU Full Stack Flex Development Bootcamp – Anticipate Graduation – May 2021

"The program is rigorous and fast-paced and covers both the theory and application of web development. As you gain proficiency, you'll use what you learn to build complex projects under the guidance of professional web developers. Along the way, you will develop an impressive professional portfolio, receive career guidance on your next steps after the boot camp, and gain the confidence to succeed as a web development professional."

PROFESSIONAL EXPERIENCE

Senior Asset Management Technology Specialist – Hallmark Cards - 2018-2020

As a member of a small core team formed to develop and implement a new global, world-class enterprise digital asset management system (DAM) system at Hallmark, collaborated with DAM vendors, system integrators, business partners and users of the system in requirements gathering, uses case creation, system design and user on-boarding. Aided in the development of the system infrastructure, security controls, taxonomy, intellectual property rights protection, legal compliance, automated processes, legacy system integration, and user experience. Wrote the testing scripts for and participated in system admin testing (SAT) and user acceptance testing (UAT). Facilitated training of user groups prior to deployment. Created detailed technical manuals to be referenced by the core team and users who were brought on to the system.

Administered Hallmark's enterprise DAM system for the entire asset lifecycle - creation, capture, organization, storage, retrieval, distribution, production, eCommerce application and archiving. Developed and implemented global standards, processes, and safeguards for managing Hallmark's creative assets within the retail environment.

Monitored, reported on, and analyzed global digital asset management issues, proactively implementing initiatives to

- ensure compliance with legal/financial obligations
- maintain the security, integrity of creative intellectual property
- enable effective business use of creative content, and

BRANDY QUINLAN, Page Two

- maximize the value of Hallmark's creative content from a global, long-term, format-agnostic perspective

Maintained admin rights within the system. Served as the front line to assist users/clients with any issues they may have. Used problem solving and analytical skills to troubleshoot the issue and determine the best resolution.

Digital Asset Manager - Technology Management – Hallmark Cards - 2014-2018

Integrated global business directions and organizational needs with digital asset management best practices, translating them into forward-thinking, comprehensive strategies, standards, and processes that governed the Technology Management area of Hallmark's global creative asset collection.

Through strategic partnerships with key stakeholder groups - including users, businesses, subsidiaries, licensees, and vendors - responded to and proactively identified trends to inform and influence enterprise decisions in the area of Digital Asset Management.

Through professional development of direct reports and cross-functional collaboration, worked to develop a culture of world-class digital asset management, educating and innovating across the organizational spectrum to increase understanding of the benefits, implications, and opportunities specifically related to their functional area of responsibility.

Protected and managed Hallmark's global collection of creative intellectual property, casting a strategic vision for the handling of the assets and creating the foundation from which all business initiatives could expertly leverage creative content.

Administered the existing DAM system for the entire asset lifecycle - creation, capture, organization, storage, retrieval, distribution, production, eCommerce application and archiving - by developing and implementing global standards, processes, and safeguards for managing Hallmark's creative assets within the retail environment.

ACCOMPLISHMENTS

- Created security rules and complex ACLs for the 6,000 users of the new DAM application to ensure the correct access was given to any of the 14 million assets, based on the intellectual property rights of each asset and on user disciplines.
- Developed, tested and deployed workflows within a new DAM application, individualized for each business, to reduce errors by 90% and improve efficiencies by 40%.
- Migrated 90,000 assets, with metadata, for a Dev environment by creating and implementing automation, reducing errors by 95% and saving hundreds of man-hours.

EDUCATION

Bachelor of Science - Computer Information Systems

DeVry University, Kansas City, Missouri

Summa cum Laude Honors, Dean's List, National Dean's List

KU Coding Bootcamp – Full Stack Flex Program

Currently enrolled with anticipated graduation date May 2021