

Ralph Dixon

SUMMARY

Web site manager with 18 years of experience maintaining sites, advocating for and implementing user-centered experiences while balancing expectations between clients, users and development teams.

EXPERIENCE

Financial Industry Regulatory Authority (FINRA)

Associate Director, Web Services

February 2013 – Present

- Provide strategic guidance to staff on website development, user-centered design, and operations.
- Lead projects focused on continuous improvement of FINRA external websites.
- Work with Director of Web Services, as well as outside consultants, on major, Board-level projects.
- Conduct research and present results to senior management to improve daily operations of FINRA.org.
- Oversee day-to-day operations of FINRA.org website, including responding to internal client requests and working with technology to ensure continuous operation of website and related systems.
- Manage and mentor activities of Internet Analyst III.

Manager II, Web Services

February 2012 – February 2013

- Collaborate with web team and outside consultants on major, Board-level projects.
- Oversee day-to-day operations of FINRA.org website, including responding to internal client requests and working with technology to ensure continuous operation of website and related systems.
- Utilize and implement third party tools to enhance the communication and reporting efforts of FINRA.

Internet Analyst II, Web Services

December 2000 – February 2012

- Contribute to day-to-day operations of FINRA.org website, including responding to internal client requests to ensure continuous operation of website and related systems.
- Design web page elements and experiences.

EDUCATION

University of Maryland, University College

Bachelor of Science – Computer Studies – Magna Cum Laude

Minor – Business Administration – 2011

University of Maryland, Baltimore County

110 Credits toward Bachelor of Arts – Imaging and Digital Art – 1997 – 2000

College of Southern Maryland

Associate of Arts – General Studies – 1996

SKILLS

- HTML
- CSS
- Photoshop
- Google Analytics
- User-centered design
- Microsoft Office
- Email Marketing Tools (MagnetMail, MailChimp)
- Content Management Systems (Drupal, Stellant, WordPress)
- Software as a Service (SquareSpace, Wix)