

Sharon R. MacNeil

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PROFILE

IT Professional with multiple talents in Software Development Life Cycle and customer-facing experience: business analysis, systems analysis, computer programming, customer support, installations, training, joint application development, technical writing, documentation, and website design. Effective verbal communicator, good writer, and team player with a strong and varied technical background.

Key Proficiencies Include:

Business Analysis	Computer Programming	Customer Support
Systems Analysis	Relational Database SQL	Website Design
Project Planning/Estimation	Technical Writing	Digital Marketing

TECHNICAL SKILLS

PROGRAMMING LANGUAGES and DEVELOPER TOOLS

C, Perl, Windows PowerShell, SQL, HTML, PHP, CSS; Microsoft C, IBM C Set++, SAS/C, GNU Tools (gmake, RCS, g++), Purify

RELATIONAL DATABASES

Microsoft SQL Server, Oracle, Sybase, IBM Database Manager, IBM SPM/2, IBM DB/2, MySQL

OPERATING ENVIRONMENTS and SERVERS

Operating Systems: Microsoft Windows XP, NT, 2000, 7, and 10, Sun Solaris, HP HP-UX, IBM AIX, OS/2, MVS-ESA, and VM/CMS; Web Servers: Netscape Enterprise Server, IIS ; Application Servers: Netscape Application Server, BEA WebLogic; Small Business Server: Microsoft Exchange Server; Website Design Platforms: Wordpress, SquareSpace

BUSINESS ANALYSIS, SYSTEMS ANALYSIS and DOCUMENTATION TOOLS

Popkin System Architect (CASE tool), Microsoft Word, Microsoft Project, Microsoft Excel, Microsoft Visual SourceSafe, Adobe FrameMaker, Jasc Paint Shop Pro, Applix, WebWorks Publisher

BUSINESS ANALYSIS DELIVERABLES

Data Flow Diagrams, Structure Charts, Entity-Relationship Modeling Diagrams, Physical RDBMS Data Model

PROFESSIONAL TRAINING

Programming in C	HTML, Advanced HTML	Business Writing
C Data Structures	Basic Perl	IBM SQL/DS Sys Admin

EDUCATION

B.S. Computer Science, Merrimack College, North Andover, MA, GPA 3.87 Summa Cum Laude

EMPLOYMENT

WEBSITE DESIGNER & DIGITAL MARKETING SPECIALIST – [Chickadee Web Design](#) - Hamlet, NC 3/2012 – Present

Chickadee Web Design is a web design and digital marketing services IT consulting company.

Design, build, maintain, and perform digital marketing services for responsive websites on self-hosted Wordpress and SquareSpace platforms for small business clients. Work closely with clients to translate business requirements into functional websites & effective marketing campaigns. Configure new email addresses for clients.

Website design features include: responsive design, blogging, mailing list/newsletters, e-commerce, reader contests, Google Maps integration, image galleries and slide shows, creative written content, sourced image and icon graphics.

Digital marketing activities include: integrated SEO, PPC ads - Google Ads and Facebook ads, affiliate website ads, website link building, social media marketing, paid and manual business listing citations, customer testimonials gathering.

Client industries include: photography, taxi/livery, yoga, commercial property tax, specialty online sales, music reporting, hair salon, special education advocacy, counseling, organic farming, mergers/acquisitions, acupuncture & Chinese medicine services, 2000+ products e-commerce.

Environment/Tools: Microsoft Windows 7 & 10, Wordpress CMS, SquareSpace CMS, Sellers Commerce CMS, HTML, CSS, PHP, JavaScript, Notepad++, FileZilla, HostGator cPanel, MailChimp, Constant Contact, Hootsuite, Google My Business, Google Analytics, Google Search Console, Google Ads, Google Merchant Center, Microsoft Office, Facebook, Twitter, LinkedIn, Instagram, Manta, Yext, Yahoo Small Business, Merchant Circle, YellowBook, Yelp, YP

I.T. Manager – PVA - Property Value Analysis Inc – Hyannis, MA 1/2020 – 4/2020

PVA provided real estate tax abatement services for commercial clients. Closed due to COVID-19 related market conditions.

Created and maintained responsive company website in self-hosted Wordpress environment. Created and hosted all emails and configured emails in mail tools. Sent out newsletters in Constant Contact. Created and maintained all social media accounts and business citation listings. Created social media postings on Facebook, Twitter, Instagram, LinkedIn, and Google My Business. Developed company relational database in Microsoft Access 2019.

Environment/Tools: Microsoft Windows 10, Wordpress CMS, HostGator cPanel, Constant Contact, Google G Suite Admin, Google Analytics, Google Search Console, HootSuite, Microsoft Office 2019

DATA ANALYST (2 INDEPENDENT CONTRACTS) – Resin Technology, LLC - Groton, MA 10/2009 -2/2011

Resin Technology markets and distributes PVC products.

Provided IT technical expertise in a small business office environment on these projects:

- Producing a company-wide business contacts list on Microsoft Exchange Server Global Address List using as input heterogeneous data sources, specifically Microsoft Outlook, MSN Mail, and ACT 10.0. Data combined with Microsoft Excel and Perl scripts, and loaded using Windows PowerShell script operating within Microsoft Exchange Server host.
- Trouble-shooting of small office environment technical issues such as email mailbox limits, software error messages, and Intuit QuickBooks redundant data.

Environment/Tools: Microsoft Office 2007 (Excel), Microsoft Exchange Server 2007, Microsoft XP, Microsoft Windows PowerShell V1.0, Strawberry Perl 5.10

SYSTEMS ANALYST – American Student Assistance - Boston, MA 5/2006 – 6/2007

ASA is one of the country's leading Federal Student Loan Guarantors.

Worked in a large Systems Analysis team environment on these projects:

- Created and maintained detailed Functional Specification Requirements documents for the company's Defaulted Loan Processing (DLP) system, a web-based application used by federal student loan guarantor agencies. Functional Specifications Requirements documents list all system functionality: data requirements; reports generated; GUI look, feel, and functionality; batch functionality; background processing; and all financial formulas and calculations. Involved a great deal of cross-departmental communication between many departments including Business Analysis, End-User community, Software Engineering, QA, Compliance (Law), and fellow Systems Analysts.
- Involved in Software Engineering Design, Business Analysis, and QA testing efforts. As a volunteer designed a department-wide team building exercise using Myers-Briggs personality results of department personnel.
- Participated in company-wide infrastructure upgrade to SQL Server 2005. Wrote User Guide for internal use, and calculated environments upgrade time/resource estimates.

Environment/Tools: Microsoft SQL Server 2005, Microsoft Word, Microsoft Visual Source Safe, Microsoft XP

RETAIL STORE MANAGER – Country Closet Boutique - Littleton, MA 2/2002 - 5/2006

Country Closet Boutique was a small retail store offering contemporary women's fashions.

Managed retail store. Provided customer service and sales in a small boutique retail environment. Creatively produced all visual merchandising of products in the store. Maintained a database of customers and sent direct advertising for special in-store events. Also involved in buying activity for the store via fashion industry trade shows, and maintaining contacts with all vendors.

SYSTEMS ANALYST – Dynamics Research Corporation - Andover, MA 6-9/2001

DRC provided high-tech services for the Department of Defense, state and federal governments, and commercial clients.

Created detailed Project Plans and Technical Requirements documents for Air Force sponsored software systems, specifically systems related to logistics management of Air Force aircraft. Project Plans included resource time allocation and costing, project tasking and sub tasking at all levels of detail. Technical Requirements documents provided detailed technical solutions for these projects. Developed System Test Plans, performed system testing of software products, and maintained software issues lists.

Environment/Tools: Microsoft NT 4.0 Server, Microsoft Project, Microsoft Word 2000

TECHNICAL WRITER – Open Market, Incorporated (acquired FutureTense, Incorporated) - Burlington, MA 7-10/2000**CUSTOMER SUPPORT ENGINEER – FutureTense, Incorporated - Acton, MA 7/1999 – 7/2000**

Open Market produced e-content and e-commerce software products.

As a Technical Writer, wrote manuals and release notes for Internet Publishing System products.

Technical Writer Environment/Tools: Adobe FrameMaker 5.5, Jasc Paint Shop Pro 6.02, Microsoft Visual SourceSafe 6.0

As a Customer Support Engineer, provided support for users of Internet Publishing System e-content products. This involved phone support, email support, and customer site installations. Also assisted the Training department during customer training sessions. The XML-based and later Java-based products ran on heterogeneous environments.

Customer Support Engineer Environment/Tools: Web Servers (Netscape Enterprise Server 3.6+, IIS 4.0), Application Servers (Netscape Application Server 2.1/4.0, BEA WebLogic 4.5.1), Databases (Oracle 7.3.4/8.0.4, Microsoft SQL Server 6.5/7.0 with ODBC), Operating Systems (Sun Solaris 2.6/2.7, Microsoft NT 4.0 Server/Workstation), Web Browsers (Microsoft Internet Explorer 5.0, Netscape Navigator 4.6/7), Programming Languages (XML and Java (JDK 1.1.7)), Clarify ClearSupport

MEMBER OF TECHNICAL STAFF ENGINEER – Sun Microsystems, Incorporated - Chelmsford, MA 10/1996 – 6/1998

Sun was one of the industry's leading providers of Unix-based hardware, software, and services.

Maintained Sun's business model meta-Data Dictionary in an internal Object-Oriented distributed architecture called the Information Highway. Created and maintained a very large amount of documentation pertaining to this Data Dictionary. Published in our project's website all current definitions and related information. Also performed key tasks in the migration of all internal Sun applications to the production system.

Environment/Tools: Sun Ultra/SPARCstation, Sun Solaris 2.6, Perl 5, Unix shell, Sybase, SQL, Applix, FrameMaker, HTML, WebWorks Publisher

SENIOR SOFTWARE ENGINEER – BGS Systems, Incorporated - Waltham, MA 4/1992 – 6/1996

BGS provided performance analysis software for systems, databases, and networks.

Lead technical contributor working in a small team environment on these projects:

- An enhancement to the company's centerpiece UNIX analysis tool (BEST/1) whereby performance data from Oracle and Sybase Databases were integrated with existing Unix metrics to give the customer a complete view of Database impact on system performance. Database Administrators could view database metrics with reporting and a BGS graphing tool.
- An operating system monitor that provided users of IBM OS/2 2.1 with detailed reporting of CPU, memory, disk, process and file statistics, as well as IBM LAN Manager server/requester LAN usage
- An IBM MVS based performance analysis tool for users of IBM DB2 2.3. Developed component to query DB2 Catalog for DASD access statistics

Environment/Tools: IBM AIX, HP HP-UX, Sun Solaris, GNU C Development tools (gmake, RCS, g++), Purify 3.0, Oracle, Sybase, IBM PS/2, IBM OS/2 2.1, IBM C Set++ Development tools, IBM LAN NetView, IBM MVS, SAS/C 5.0, IBM DB2 2.3, MVS JCL

BUSINESS ANALYST – ISI Systems, Incorporated - Andover, MA 1/1989 – 3/1992

ISI was a provider of processing, rating, billing, issuance, and reporting systems for the insurance industry.

Wrote the requirements definitions, designed and developed a GUI Supervisor Workstation and an Expert System-based Work-In-Process controller for a new insurance commercial lines processing system. Conducted extensive end-user interviews with Insurance Company Underwriters and project stake holders in JAD sessions. Produced all Business Analysis documents: Data Flow Diagrams, Structure Charts, Entity-Relationship Modeling diagrams, and Physical RDBMS Data Model using a CASE tool and Yourdon/DeMarco data-driven methodology. Awarded an ISI “Difference Maker” award for outstanding contributions to this project.

Environment/Tools: IBM PS/2, IBM OS/2 1.3 EE, IBM Database Manager, Microsoft C 6.0, SQL, Popkin System Architect CASE

SENIOR PROGRAMMER/ANALYST – Fidelity Investments - Boston, MA 6/1987 – 1/1989

Fidelity is a world-class provider of financial services and investment resources for individuals and institutions.

Served as lead technical developer within the Management Systems group. Projects included:

- A major enhancement to a Project Management System called the Inquiries subsystem, where Dynamic SQL requests were built within the framework of COBOL driver programs
- A purely FOCUS based Change Management System
- A regression test procedures document that ensured integrity of a COBOL/SQL Project Management System

Environment/Tools: IBM 4381, VM/CMS, COBOL, SQL, FOCUS 5.0

PROGRAMMER/ANALYST – The Analytic Sciences Corporation - Reading, MA 3/1986 – 6/1987

TASC provided critical engineering and technical solutions for the Department of Defense as well as commercial clients.

Performed analysis, general and detailed design, unit and system testing, implementation and documentation of the report generation subsystem of an Air Force logistics application. Traveled often to train groups of users at several U.S. Air Force bases.

Environment/Tools: IBM 3090, OS/MVS, COBOL, MVS JCL, FOCUS 5.0

PROGRAMMER/ANALYST – Dynamics Research Corporation - Andover, MA 4/1983 – 3/1986

DRC provided high-tech services for the Department of Defense, state and federal governments, and commercial clients.

Performed analysis, design, programming, implementation and documentation of Air Force logistics applications. Traveled regularly to customer site, where responsibilities included installation of software and the training of system monitors.

Environment/Tools: Honeywell DMIV DBMS, COBOL-74