

## **William Wears**

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### **SUMMARY**

Develops, executes and manages publishing, marketing, research and business analysis projects.

Leverages acquired expertise: programming; database exploitation; software & hardware tools; marketing; communications; customer and vendor relations.

Wide experience of business orientations: profit/non-profit; publication of research tools, legal, historical, congressional; arts presentation and management; web design.

Versatile roles: supervisory, independent and team

### **EXPERIENCE**

#### **Executive Director, Vocal Arts Society, Washington D.C. — August 2004 - present**

(first full-time and sole employee of the organization)

- Directed all business processes of this non-profit organization
- Created and maintained database of customers, grantors, supporters and prospects
- Budgeted and reviewed income and expenditure for the organization (audited annually)
- Researched funding opportunities, developed donor/grantor relationships, prepared applications, demonstration materials and reports
- Negotiated and contracted with artists, venues and other supporting vendors
- Received, tracked and processed all income and expenditure
- Maintained and designed improvements to website and email as efficient marketing tools
- Produced the shows, set rehearsals, coordinated technical stage needs
- Edited and published printed programs, texts and translations,
- Attended to the needs of the performing artists
- Planned marketing of the concerts and organization, conducted an annual subscription campaign, individual concert marketing and organizational branding
- Designed, copy wrote or supervised vendor design of advertising, print and electronic,
- Supported outreach programs in schools and the community taking advantage of grant opportunities, arranged publicity and coordinated with community cosponsors
- Networked with presenting organizations in the D.C. area and in the U.S.
- Troubleshoot software and hardware issues for colleagues
- Serviced subscriptions and other sales, then coordinated and fulfilled the ticketing process
- Worked independently in close communication with the key directors
- Designed and inaugurated electronic commerce on the website
- Reported to the Board of Directors

#### **Freelance, computer hardware, design and research — January 2004 - present**

- Researched U.S. Serial Set documents for web/digitization issues, Newsbank Corp.
- Designed and built small business web sites: artist Barbara Brody, acupuncturist Diane Shelton
- Building and troubleshooting pc hardware
- Instructed in use of software, problem-solving

**Congressional Information Service (CIS) — 1979 - 2003**  
(a Reed-Elsevier company merged into LexisNexis in 1998)

**Marketing (E-marketing Programs Manager / Webmaster / Market Analyst, 1998 - 2003)**

- Reorganized and redesigned CIS website to update the branding and to include specific new functionality, such as access to product pricing and site-wide searching
- Leveraged database and Visual Basic skills to revise the existing web pages and to transfer them to the new HTML template
- Specified functionality for CIS internet and intranet websites and web products, including designing, coding, testing, debugging and documenting programs. First web product, *Congressional Universe*, launched, 1996
- Developed bibliographic database and web reports of source publications (approx. 5500 titles) for the LexisNexis Academic product to fill a gap missed by the original development team
- Created, promoted and maintained listservs, encouraged customer discussions, directed questions appropriately, and responded for the company as needed
- Analyzed requirements and executed data-mining of customer and market research data for marketing campaigns, product development research, and competitive intelligence

**Research & Development (Senior Market Research Analyst / Collection Development Specialist, 1989 - 1997)**

- Established software/hardware requirements and standards as the department adopted desktop computers
- Trained Director and staff in the use of the desktop database, providing customized routines in support of their needs
- Wrote requirements, and designed layouts for prototype development of CD-ROM and print products
- Conducted market research on-site interviews with more than 60 library directors
- Expanded my understanding of the business and its environment
- Collaborated in the writing of mail and electronic market research surveys, prospectus
- Developed market segmentation data to produce prospect lists for the research
- Tabulated and analyzed results of interviews and surveys
- Developed data for business case and participated in market research interviews for *Executive Branch Documents 1789-1909*. This historical publishing project would take 8 years
- Developed content for the CIS marketing website from its inception in 1993

**Editorial (Chief Acquisitions Editor / Acquisitions Editor / Document Control, 1979 - 1988)**

- Initiated use of portable computers for collection of source data of the documents involved, including coding BASIC routines to improve efficiency of data entry for my field staff
- Developed data for business case and production requirements, supervised execution of documentary research and filming of *Presidential Executive Orders and Proclamations 1789-1983*, (70,000 items), staff of 7. Completed, 1987
- Archival research cosponsored by the U.S. Senate Historical Office for unpublished *U.S. Senate Unpublished Hearings, 1823-1964*, data collection design and execution of the initial inventory and detailed documentary research, supervised staff of three for microfilming, supervised workflow of documents to the editorial staff. Completed, 1985

## TECHNICAL SUMMARY

### Design

- Adobe Indesign
- Adobe Acrobat
- Photoshop
- Dreamweaver
- Flash
- MS Frontpage
- CorelDraw

### Database

- Access
- Paradox
- SAS
- SQL

### Hardware

- PC building
- Troubleshooting

### Code

- Visual Basic
- Javascript / JQuery
- CSS
- HTML/xHTML
- ASP/Vbscript
- ObjectPAL

### General

- MS Outlook
- WordPerfect Suite
- MS Office 2007
- LexisNexis Research
- OCLC
- Omnipage
- Visio
- Windows, since v.3

## EDUCATION & PROFESSIONAL DEVELOPMENT

- Programming Certificate, Control Data Institute
- Dessin et couleur, École des Beaux Arts de St-Étienne
- BA, George Washington University
- Certified Internet Webmaster, Design (Prosoft)
- Visual Basic 5.0 (Application Development)
- Website Fundamentals (Digex.net)
- Presenting statistics (SAS Institute)

### Conferences

- National Arts Marketing Program (American Express & Cultural Alliance of Washington)
- Web Design World

## ARTICLES

- August A. Imholtz, Jr., William Sleeman and William O. Wears. "A Survey of Hardcopy Holdings of the U.S. Congressional Serial Set." Vol. 27 no.1 p. 15, 1999 *DTTP, A Quarterly Journal of Government Information Practice and Perspective*
- Gary Hoag and William O. Wears. "CIS Executive Branch Documents, 1789-1909: Beyond the Checklist of Public Documents." Vol. 19 no. 4 p. 198, 1990 *Microform Review*

## REFERENCES

Diane Smith	Vice President, Business Strategy, LexisNexis
August Imholtz	Consultant, Newsbank Corp. (formerly of CIS)
Maeva Marcus	Board, Vocal Arts Society

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