

# LAMONT CARSON

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## Overview

25 years of management experience including over 15 years of experience in developing, implementing and managing key full-life cycle projects in various roles including Senior Project Manager, Web site Manager, Content Management Consultant, Product Architect and Application Developer. Built over 400 web sites and managed or supported over 800 web-based projects. Possess thorough knowledge of structured system development and Project Management methodologies. Experience ranges from concept to design and implementation and includes training and organizational reengineering. Additional skills include over 15 years of radio broadcasting experience including operations, programming, production, promotions and advertising.

## Professional Experience

### Operations Manager

2008-present

#### *BasementSoul Radio, LLC*

- Responsible for day-to-day operation of <http://www.basementsoul.com>.
- Program and maintain station automation software, databases, computer network and production studio.
- Apply production skills to creatively utilize all aspects of digital production to build station imaging.
- Developed, launched and maintain station website including Flash, JQuery, JavaScript, MySQL and PHP.

### Consultant

2010-2011

#### *Dell SecureWorks*

- Redesigned and managed the re-launch of <http://www.secureworks.com> as well as managed the corporate intranet and social media sites
- Developed and maintained code for website with SalesForce, Eloqua, Alterian CMS and Google Analytics.
- Responsible for day-to-day operation of <http://www.secureworks.com>.

### Senior Project Manager

2005-2009

#### *Turner Broadcasting Systems, Inc.*

- Project Manager for Cartoon Network digital media initiatives including video, multiplayer gaming, community and other high visibility interactive projects including <http://www.toonamijetstream.com>, <http://www.cartoonnetwork.com>, <http://www.adultswim.com>, <http://www.mini-match.com> .
- Managed mobile projects for <http://www.cnn.com> utilizing WAP, XHTML and i-mode.
- Assisted in all areas of client support including change control management, support management, project prioritization, forecasting, and budgeting and resource allocation.
- Managed customer satisfaction by establishing communication during entire project lifecycle, including: agendas, meeting minutes, risk management plans, action item lists, change control, and cost tracking.
- Provided planning documentation: project plans, charters, staffing plans, funding proposals, and estimates.
- Prepared periodic status reports to include schedule, technical progress, resource consumption, issue identification and related action plans to correct deficiencies.
- Managed projects using MS Project Server, Horizon Forecasting, Clarity, Confluence and Replicon.
- Responsible for process management, improvement and other client management support functions.
- Managed up to 30 simultaneous projects and successfully launched 100% of projects on schedule in 2006.

### Website Manager

2004-2005

#### *Georgia State University College of Law*

- Solely responsible for implementation, development and relaunch of <http://law.gsu.edu> website.
- Implemented, designed and maintained web applications for support staff, faculty and students.
- Developed and maintained database for custom news content management solution.
- Successfully completed launch of web site using PHP, MySQL, Javascript, Flash and Linux.
- Developed departmental strategies for online content management and exceeded implementation goals.

<b>Consultant</b>	<b>2003-2004</b>
<b><i>WebMD (Atlanta, GA)</i></b>	
<ul style="list-style-type: none"> <li>• Developed and supported over 50 web site projects using HTML, ASP, JavaScript, DHTML, CSS, Photoshop and PERL/CGI.</li> <li>• Used Microsoft Content Management Server to update and maintain various content areas on the main <a href="http://www.webmd.com">http://www.webmd.com</a> website.</li> </ul>	
<b>Owner / Partner</b>	<b>1999 - 2003</b>
<b><i>DeepFuse Media / Carson Communications (Atlanta, GA)</i></b>	
<ul style="list-style-type: none"> <li>• Lead development teams that provided professional IT project management, development and support services to external businesses.</li> <li>• Consultant for Interwoven Teamsite project at Ericsson, Inc., Stockholm, Sweden. Utilized XML/XSLT, Templating, PERL, CSS, HTML, ASP and JSP.</li> <li>• Consultant for SideTalk.com, a web-based, instant message application which involved XML GUI development and web site architecture redesign. Utilized HTML, JavaScript, PERL/CGI, ASP, SQL, XML/XSLT development, Flash and RoboHelp.</li> <li>• Consultant for U.S. Congressman Kendrick Meek. Managed and developed campaign website.</li> <li>• Consultant for MediaOne Road Runner portal utilizing Vignette Story Server Content Management System. Created interactive Flash kiosk application for Phillips Arena that queried a MySQL database to send e-greeting cards. Participated in RoadRunner portal conceptual meetings at Denver, Colorado MediaOne Headquarters.</li> <li>• Created design documents and provided functional analysis, gap analysis, use case development, project scoping and Statements of Work.</li> <li>• Directly responsible for developing and managing resources, milestones, schedules and budgets.</li> <li>• Extensive experience working with business partners, clients, contractors, technical staff and vendors.</li> </ul>	
<b>Website Manager/Purchasing Manager</b>	<b>1997 - 1999</b>
<b><i>MediaMetrix/RelevantKnowledge (Atlanta, GA)</i></b>	
<ul style="list-style-type: none"> <li>• Maintained corporate web site and Intranet using Dreamweaver, Home Site, PERL/CGI, JavaScript, Flash, Photoshop, ASP, Access, CSS, VBScript and HTML.</li> <li>• Created MS Access equipment/software database and maintained inventory reports for investors.</li> <li>• Responsible for managing the complete shutdown and relocation of the Washington, DC office.</li> <li>• Managed and maintained company purchasing needs including hardware, software, supplies and services.</li> </ul>	
<b>Logistics Coordinator</b>	<b>1996 - 1997</b>
<b><i>DecisionOne (Norcross, GA)</i></b>	
<ul style="list-style-type: none"> <li>• Responsible for managing purchasing budget of over \$800,000/month for hardware, software and technical services for clients such as NationsBank and BellSouth.</li> <li>• Managed "Just-In-Time" logistics process for team of over 50 Field engineers in GA, FL, AL, NC and SC.</li> <li>• Managed client escalations with required 4-hour SLA support.</li> <li>• Provided 24/7 on-call assistance to service managers and field engineers.</li> <li>• Created and maintained inventory database using Paradox 7.0.</li> </ul>	
<b>Assistant Editor</b>	<b>1993 - 1996</b>
<b><i>OnMic Productions (Atlanta, GA)</i></b>	
<ul style="list-style-type: none"> <li>• Managed radio broadcasting industry magazine, "The Edge".</li> <li>• Represented company at annual industry conventions such as <i>Impact</i> and <i>Jack-the-Rapper</i>.</li> <li>• Wrote and managed stories for publication.</li> </ul>	

- Produced commercial radio ads for various radio stations.
- Managed subscriber database and client order requests.
- Produced song remixes and medleys for use on self-hosted ‘House Vibes’, ‘Hip Hop Flashback’ and ‘Spin Cycle’ radio programs. [102.5FM / 91.9FM]

**Production Director / Announcer**

**1983 - 1993**

**WHBX/WANM/WAMF Radio (Tallahassee, FL)**

- Managed computer-automated broadcast facility and implemented migration from mechanical spot-reel automation to computer operation.
- Produced content to support and localize satellite feed of the syndicated “Tom Joyner Morning Show”.
- Managed remote broadcasting events including, set-up, operation and maintenance.
- Produced commercial radio advertisements using analog and digital equipment.
- Implemented and managed internship program with area colleges.
- Performed necessary repairs, replacement and updates of broadcasting hardware and software.
- On-air personality and announcer responsible for production of various specialty programs and entertainment specials featuring nationally-known recording artists and community leaders.
- Created, managed and implemented on-air promotions.

**Education/Training**

- Bachelor of Business Administration, Management, Georgia State University, Atlanta, GA
- International Management Program, University of Strathclyde, Glasgow, Scotland  
*Participated via Georgia State University and included management meetings with Lloyds of London and RailTrack in Edinburgh, Scotland; York, England and London, England.*
- Mechanical Engineering studies – Florida A&M University, Tallahassee, FL
- IT Management studies – Southern Polytechnic State University, Marietta, GA
- AT&T Alliance Partner certification, Atlanta, GA  
*Courses included: VoIP, Managed hosting services, T-1/T-3 services, Network operation.*
- Logistics Management Training, DecisionOne Corporation, Frazer, PA
- Agile Scrum Master Project Management certification, Atlanta, GA
- A+ Certification, Comptia, Atlanta, GA

**Publications**

- Wrote several small business-focused technology articles for the Atlanta Tribune including:
  - Search Engines and Your Web Site – 1/2002
  - Why You Need Technology – 2/2002
  - Email Etiquette – 3/2002
  - Marketing Your Website – 4/2002
- Participated in Privacy Today roundtable discussion interview for the Atlanta Business Chronicle.
- Assistant Editor for locally produced ‘Edge Magazine’ radio broadcasting publication.

**Affiliations**

Technology Association of Georgia (TAG)  
 NAACP – Life Member  
 Florida A&M University Alumni Association – Life Member  
 GMSDC - Technology Committee - 2003  
 Atlanta Job Corp Industry Council Board Member – 2002-2003

TBS Trumpet Awards Volunteer – 2008  
 Hands On Atlanta Volunteer  
 Toney Elementary Student Mentor  
 Omega Psi Phi Fraternity, Inc.  
 Atlanta Business League

**Hobbies**

Music, Travel, Reading, Audio/Video production, Classic Cars [formerly ASE certified in all areas of auto repair]