

Professional Summary

Charles is a veteran web publisher with over two decades' experience coding HTML and CSS, and several years developing JavaScript/jQuery-based web applications as well as back-end development of SQL databases and PHP applications. Experience includes designing and developing mobile-first responsive sites and applications, from user interface to back end, for both internal use and consumers, using a variety of analytics tools to guide continued refinement. He has 15 of years of experience in local news, employed at major digital innovators [Raycom Media](#) and [TEGNA](#).

Education

B.A., English literature, Columbia University, New York, NY, 1994

Technical Skills

OS/Platforms: Windows, MacOS, Android, iOS

Networking: FTP, LAN, VPN, WAN

Databases: MySQL, SQL Server, Caspio

Web Application Tools: HTML5, CSS3, AJAX, JSON, WordPress, SharePoint, Caspio, Luminato

Programming Languages: JavaScript, Google Apps Script, PHP, SQL

Software: Atom, Github, Notepad++, Photoshop, GIMP, Unity 3D, Edius, Premiere

Reporting Tools: Chartbeat, Omniture Sitecatalyst, Crowdtangle

Frameworks: jQuery, Bootstrap, AngularJS, CreateJS

Ad Servers: Broadstreet Ads, Google DFP

Office Productivity: Excel, Office 365, Office Suite, PowerPoint, Word, Google Drive/Docs

Portfolio

<http://humbabba.com/portfolio>

Professional Experience

Freelance, Phoenix, AZ

Feb. 2017 to present

Projects include:

- Design and deployment of a web database application for [Choice Hotels](#)' call-forwarding program, in which thousands of Choice hotels participate.
- Complete redesign, content migration, and relaunch of [azpbs.org](#), the site of Phoenix's PBS affiliate, KAET.
- Design and deployment of [boundangels.net](#), the website for a memorial scholarship for two young teachers-in-training.

KPNX-TV, Phoenix, AZ

May 2014 to Feb 2017

Executive Producer / Developer, Digital Content Operations

- TEGNA's Phoenix TV station had been co-owned for years with the local newspaper and had no website/app of its own.
- Brought in to create its digital identity, launching the 12 News smartphone app and 12news.com in 2015.
- Oversaw the design and development of all digital products, acting as lead developer for several in-house and consumer-facing products.
- Recruited and trained the station's first digital employees, growing the team to four full-time producers.
- Deployed and trained staff on a third-party CMS (Lakana Endplay), creating workflow-enhancing plug-ins for the CMS in JavaScript and several JavaScript-PHP consumer products.
- 12 News went from no website in 2014, to being a major player in the local market with millions of page views each month.

Raycom Media, Montgomery, AL

May 2008 to Aug 2013

Director of Digital Content

- Raycom is a large broadcast group, operating leading television stations in markets across the country.
- Promoted from its Savannah, GA affiliate (WTOC) to direct digital content development efforts across the group.
- Standardized best practices, editorial style and direction, and provided analytics and tools for social media.
- Led the design and development of a major redesign of all station sites.
- Oversaw the development of a technical integration between third-party broadcast and digital content-management systems
- Launched the Raycom News Network, a 24/7 all-digital newsroom of a dozen content producers at Raycom HQ. Was named a 2012 Digital All-Star by Broadcasting & Cable.

WTOC-TV, Savannah, GA

Jun 2002 to May 2008

Executive Producer/Developer, New Media

- WTOC was Raycom's market-leading CBS affiliate, which had a website but had never had a digital producer.
- Brought in to take the lead in bringing wtoc.com up to professional standards.
- Directed the design and development of a redesigned site, training staff to use a third-party CMS.
- Took over operational management of newsroom broadcast systems (AP ENPS, Bitcentral Precise & Oasis) in addition to digital systems.
- Recruited and trained the first digital staff of two producers.
- Developed specialized HTML/CSS/JavaScript pages for needs the CMS couldn't meet.

theglobe.com, New York, NY

Mar 1998 to Sep 2001

EP, Publisher, Editor-In-Chief

- theglobe.com was an early social-media community, providing users with customizable home pages and email/message board groups formed around shared interests.

- Hired via an acquisition of a network of computer- and video-game-related online publications, and promoted to lead that group.
- Oversaw the relaunch of all theglobe.com's games properties on new CMS he helped develop using the then-proprietary Tango software library.
- Oversaw massive data migration of old sites (largely static pages) into SQL database.

CitySearch.com, New York, NY

Jun 1996 to Mar 1998

Copy Editor

- CitySearch provided arts-and-entertainment listings for New York City.
- Edited all listings and feature copy prior to publication.