

# Lon Koenig

COMMUNICATIONS TECHNOLOGIST

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Director of Development | Digital Strategist | Content Creator  
Software architecture | Project management | Content strategy | Public speaking  
Managed high-volume, localized sites | Presented on analytics and content strategy

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## WORK HISTORY

### Firebrand LLC, Minneapolis, MN

Senior Developer

- Introduced protocols and processes to manage multiple-developer projects
- Produced scope and budget documents for web sites and social media campaigns
- Updated Google Analytics and other measurement practices
- Developed advanced templates, themes, and plugins for vBulletin and WordPress
- Created digital content strategies for multiple clients
- Network, DNS, and server administration on multiple platforms
- Migrate clients from in-house CMS to WordPress
- Moved all development to git

### 2015-present LonMakes, Minneapolis MN

Host

- Designed and built many electronics and "maker" project.
- Set up streaming studio for Twitch and YouTube.
- Created brand identity assets.

### 1998-present Lon Koenig Productions, Minneapolis MN

Director of Interactive Development

- Designed and built many commercial web sites. Specializing in alternative media like 3D, mobile, video and virtual reality
- Developed proposals, project plans, and budgets for a number of local new media developers
- Designed and built a secure distributed file delivery system for a leading shareware distributor
- Designed and implemented interactive and internet-connected kiosks for multiple clients including Marshall Field's
- Lead the creative and technical teams for interactive CD-ROMs and DVDs for many clients including Xerox
- Created computer animations and digital video for web, broadcast, kiosk, and CD-ROM
- Delivered highly interactive Shockwave and Flash components for educational and corporate clients
- Prepared streaming media using advanced compression and preparation techniques

### 1998-2012 Risdall Marketing Group, New Brighton, MN

Chief Technical Officer/Consultant

- Lead developer for "non-web" applications including avionics, GPS, and mobile applications
- Helped design network security, backup, and disaster recovery protocols for a mixed platform environment.
- Built 3D and mobile web applications.
- Created Kiosk, digital signage, and other content distribution systems.
- Sole developer on a number of in-house "Social" applications based on Twitter and Facebook.

### 2007-2008 ZAM Network, Minneapolis MN

Project Manager/ Acting CTO

- Managed a technical team maintaining servers with millions of visitors a day.
- Directed the development of a complete news portal publishing site in 20 weeks.
- Created and implemented a Social Networking strategy including the production of Facebook, Google, and MySpace

applications.

- Bridged the gap between Advertising Operations and the technical teams to increase available ad types.
- Managed the development schedules for dozens of projects.
- Recruited top talent for all aspects of the growing business: Visual design to server maintenance.
- Worked with the technical teams to improve Search Engine Optimization across all sites.

### **2001-2007 Lon Koenig Productions**

(see above)

### **2000-2001 Learning Outfitters, Excelsior MN**

Director of Development

- Directed multiple creative and technical teams producing web sites based on state educational standards.
- Designed and implemented web and database architecture for a highly scalable and secure educational software publishing system.
- Reduced development cycles from months to weeks.
- Created educational Shockwave and Flash applications with server-based performance tracking.

### **1998-2000 Lon Koenig Productions**

(see above)

### **1997-1998 IVL Inc./ Juntunen Media Group (SixtyFootSpider) Minneapolis, MN**

Director of Interactive Media

### **1995-1997 Risdall Advertising Agency/RLA/Digital Habitat Partnership, New Brighton MN**

V.P. of Interactive Magic

### **1995-1996 WorldClassifieds Corp., Minneapolis MN**

Director of Development/Project Manager

### **1993-1995 BST Productions Inc., St. Paul MN**

Producer/Designer

### **1992-1995 MECC/The Learning Company, Minneapolis MN**

Senior Systems Programmer/Educational Software Designer/Audio Engineer/Composer

### **1983-1991 Sunburst Communications, Rochester MN**

Computer Programmer/Educational Software Designer

### **1981-1983 CAPS Project (School District 535), Rochester MN**

Computer Programmer/Education Researcher

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## **TECHNICAL ABILITIES**

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- Familiar with popular Social Networking APIs
  - Experienced with real-time hardware integration including programming for serial controllers and other devices
  - Highly experienced with digital video, specializing in video compression
  - Professional sound and video studio experience
  - Database experience includes MySQL, Microsoft Access, Microsoft SQL Server, Oracle, FileMaker, and PostgreSQL
  - Familiar with popular development environments and operating systems. (Everything from Apple II's to UNIX, Windows 7, iOS, and Mac/OS.)
  - Extensive experience programming microcontrollers in Assembly Language. Currently developing with Arduino and related technologies
  - Successfully completed commercial products in many computer languages including perl, ASP (VBScript), C, C++, SQL, Java, JavaScript, Lingo, Objective-C (iPhone), PHP, CFML (ColdFusion), ActionScript and Assembly Language
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## REFERENCES

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Excellent references available upon request.

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