

## Comprehensive project for non-profit organization: Jan 1, 2009 - present Mecklenburg Medical Alliance and Endowment (MMAE)

### New Public Website: <http://www.mmaeonline.com>

Complete transformation of this nonprofit's digital identity. The website needed to reflect the achievements of the organization and its initiatives as well as assist in awareness, education and fundraising for future projects. The public website launch was paired with development of a new Members' Website (see below) and a transition to all electronic communications (e-newsletter, membership drives and member notes).

MMAEonline.com was built to client's specifications with HTML, CSS and web design software. As the only independent contractor for this initiative, the project included:

- Creation of flash banners for over ten pages
- All graphic design on site
- Photography selection and editing, conversion to digital if necessary
- Implementation of blog platform to allow for "News and Events" category
- Build of slideshow functionality for photo gallery images in "Pictures of Health"
- Video editing and conversion to digital for including in "Video Wall" and in News and Events
- Developed online forms for membership application and renewal, including link to payment processing via Paypal
- Full implementation of payment links to allow for donations (set and variable)
- Server management to build, test and launch website
- Full design, development, and launch of site

### Member's Website (see screenshots as private membership site, <http://members.mmaeonline.com>)

Website for dues-paying members to create new level of community and relationship between members as well as allow for more efficient and effective communication. The Members' Web was built to client's specifications as a Wordpress hosted site with additional HTML and CSS customization:

- Complete customization of Wordpress theme design and structure
- Creation of all organization for website – pages, categories, widgets and more
- All graphic design on site, creation of custom category graphics
- Photography selection/editing, including selection of stock photography, design & conversion to digital if necessary
- Video editing and conversion
- Implementation of Event Calendar and Registration plugin (accept RSVPs and pay for attendance via website)
- Set up of RSS feeds for each category

### Members' Website PDF and Screen Captures:

Full Home Page: <http://www.alexacorcoran.com/projects/membersweb-8x11.pdf>

Sample Pages (just a few of full site – hundreds of posts/pages):

<http://www.alexacorcoran.com/projects/MMAEMembersWeb.png>

<http://www.alexacorcoran.com/projects/MMAEMembersWeb-Menu.png>

[http://www.alexacorcoran.com/projects/MMAEMembersWeb\\_Luncheon.png](http://www.alexacorcoran.com/projects/MMAEMembersWeb_Luncheon.png)

[http://www.alexacorcoran.com/projects/MMAEMemberWeb\\_EVENT.png](http://www.alexacorcoran.com/projects/MMAEMemberWeb_EVENT.png)

[http://www.alexacorcoran.com/projects/MMAEMembersWeb\\_bookclub.png](http://www.alexacorcoran.com/projects/MMAEMembersWeb_bookclub.png)

### Email newsletters: (Links to online versions below)

MMAE wanted to "Turn Over a New Leaf" and go green – moving all member and public communications to email. Together we worked to outline the types of emails they would send, select the right tool for management of the audience lists as well as usability by the communications team. Project included:

- Set up of email marketing tool for organization, including email stationery for regular usage
- List import and organization
- Graphic design of all email imagery, including stock photography selection and customization
- Assistance in distribution of multiple emails

Organization Email Launch:

PDF: [http://www.alexacorcoran.com/projects/MMAEemail\\_webview.jpg](http://www.alexacorcoran.com/projects/MMAEemail_webview.jpg)

<https://app.e2ma.net/app/view:CampaignPublic/id:33016.1906573685/rid:71d115f0a2617c92dfc3e8d360285fff>

Membership Drive: [http://www.alexacorcoran.com/projects/MMAE\\_Email\\_FaceIt.png](http://www.alexacorcoran.com/projects/MMAE_Email_FaceIt.png)

<https://app.e2ma.net/app/view:CampaignPublic/id:33016.2057895144/rid:41fe2989d9b641dce7f3edcc5df4f6f5>

*(MMAE Cont.)*

Member E-Newsletter: [http://www.alexacorcoran.com/projects/MMAE\\_Email\\_Prognosis.jpg](http://www.alexacorcoran.com/projects/MMAE_Email_Prognosis.jpg)  
<https://app.e2ma.net/app/view/CampaignPublic/id:33016.2043960264/rid:76edbc06fd0aa8f0064e5117b60ac5bf>

Member Notes: [http://www.alexacorcoran.com/projects/MMAE\\_Email\\_MemNotes.png](http://www.alexacorcoran.com/projects/MMAE_Email_MemNotes.png)  
<https://app.e2ma.net/app/view/CampaignPublic/id:33016.2101944391/rid:92231a005034cd4d1e520152b17eacea>

**Custom Media Production: “Turning Over a New Leaf” –**

**Visit this link to view digital version:** <http://vimeo.com/4181394>

I produced this video to showcase the organization’s new initiatives - the new websites and the transition to email communication - at a regional conference. The video played to large audience as well as set up to run on a loop at a display booth. It was also then used to show members to orient them to the new websites/email and generate enthusiasm surrounding the transformation.

**Photography website:** <http://photos.mmaeonline.com>

Full implementation and customization of a SmugMug nonprofit Pro Account for MMAE. Moved account to a website subdomain and designed to match new public website and members’ websites. Project included all design work and CSS coding, import and organization of photo galleries, set up of print sale functionality (organization can set pricing and sell prints).

## Let’s Dish!

**Let’s Dish! Traditional Marketing: Direct Mail (Prospect Acquisition piece) – more upon request**

[http://www.alexacorcoran.com/projects/LD082\\_Acquisition21Dec.pdf](http://www.alexacorcoran.com/projects/LD082_Acquisition21Dec.pdf)

- Manage design process with graphic design firm and advertising agency
- Selection and approval of stock photography
- Copy writing, editing
- List selection, purchase and processing
- Response estimates as well as ROI tracking and campaign evaluation

**Let’s Dish! Website Programs:** (Please choose the Baltimore store on our website, <http://www.letsdish.com>, to see the below). Created strategy and technical specs, then managed graphic design and execution of projects for multiple online marketing and customer-relationship programs, including:

- New Menu Design, including informational icons for easy customer recognition:  
<http://www.letsdish.com/menus/storemenu.aspx>
- Refer-a-Disher program: <http://www.letsdish.com/referral/referral.aspx>
- DishRewards Customer Loyalty Program: <http://www.letsdish.com/rewards/>

**Let's Dish! Blog, "Food for Thought":** <http://www.thedishblog.com>

Launched and developed Let’s Dish! Blog in January 2008 – Purchased independent domain and built Food For Thought as a Wordpress-hosted blog tool and publishing platform. Project included:

- Custom design to match the existing Let’s Dish! website;
- Creation of category system and icon design
- Built structure for pages and widgets
- Graphic design for many posts and pages, including stock photography and Let’s Dish! photos
- Lead author for first year of blog; now guest author

My profile where you can click on “view all of my blog posts” to see full list of posts. It is dated now and as I officially moved out of the company last year, I have transitioned the writing to the current Let’s Dish! team.. Link:

<http://thedishblog.com/our-bloggers/about-alexa/>

**Some writing samples:**

“Happy Blogoversary”

<http://thedishblog.com/2009/01/15/happy-blogoversary/>

*(Let's Dish! Cont.)*

“A Pink Dish! Success Story, Thanks To You!”

<http://thedishblog.com/2008/11/17/pink-dish-success/>

“FREE Delivery New Moms”

<http://thedishblog.com/2008/06/02/free-delivery-for-new-moms/>

“Your Health: The Family Dinner Deconstructed on NPR”

<http://thedishblog.com/2008/03/01/your-health-the-family-dinner-deconstructed-on-npr/>

“Put your children’s plates and cups where they can reach them”

<http://thedishblog.com/2008/01/23/put-your-childrens-plates-and-cups-where-they-can-reach-them/>

“WMAR Tells the Pink Dish! Story” (\*In this one, I’m not the author but the subject – I’m dishing about our Pink Dish! Campaign on the news with Lisa, my friend and co-owner, who was diagnosed with breast cancer: (I’m the tall one with brown curly hair!) I did the video editing and conversion for this post.)

<http://thedishblog.com/2008/10/25/wmar-tells-the-pink-dish-story/>

**Let’s Dish! Email Newsletters (Just a sample)**

Newsletter:

<http://echo3.bluehornet.com/hostedemail/email.htm?h=d95a15f8250a8ca6b42c9a503bfae30c&CID=2787434566&ch=BA524B3594B7494076E3A13C72398052>

Personalized Promotion:

<http://echo3.bluehornet.com/hostedemail/email.htm?h=303e123107284064cdfefb0aeb3baf24&CID=2800218010&ch=B294527C501B0B27ECD6B8B5868FEAE0>

Printable coupon via email:

<http://echo3.bluehornet.com/hostedemail/email.htm?h=c097b5b6f588d5001cf14092c324cb58&CID=2827631923&ch=545592E3ACBFE79BC4CB68792129FB04>

Pink Dish! Breast Cancer Campaign:

<http://echo3.bluehornet.com/hostedemail/email.htm?h=40b2d6a56babb6e770e1e71296f3dc4c&CID=2879305518&ch=4180977D6DABA6CF3FF37528B1799E0C>

Seasonal:

<http://echo3.bluehornet.com/hostedemail/email.htm?h=34a05cda3717ff2a15fd82ece358f67c&CID=3521910445&ch=AF7DE602CD327138EC70A50C06CBDBDE>

Offer only:

<http://echo3.bluehornet.com/hostedemail/email.htm?h=7f87657a77c4c2711b0b126713c32c66&CID=4184307682&ch=56D93622DA90CE127DE8C3C737323C7E>

**Facebook:** Launched Facebook profile and Fan page in June 2008 to create a deeper relationship with our customers and generate Word-of-Mouth marketing. If you are on Facebook, you can join us!

**Facebook Profile:** Become our friend by searching for Let’s Dish! on Facebook! Screenshot can be seen here:

[http://www.alexacorcoran.com/projects/FacebookProfile\\_LetsDish.pdf](http://www.alexacorcoran.com/projects/FacebookProfile_LetsDish.pdf)

**Facebook Fan page:** Become a fan by clicking here: [http://www.facebook.com/pages/Lets-](http://www.facebook.com/pages/Lets-Dish/25743950369?ref=mf)

[Dish/25743950369?ref=mf](http://www.alexacorcoran.com/projects/Facebook_LetsDish.pdf) Or view screenshot: [http://www.alexacorcoran.com/projects/Facebook\\_LetsDish.pdf](http://www.alexacorcoran.com/projects/Facebook_LetsDish.pdf)

**Let’s Dish! Live Chat on LetsDish.com; See Screenshot Links Below**

Recent implementation of live chat on the website using Bold Chat. Project included:

- Management of design of chat buttons and chat windows, implementation of images/buttons and text links on site
- Training to set up and execute live chat

Public-facing chat buttons:

<http://www.alexacorcoran.com/projects/LDchat-homepg.jpg>  
<http://www.alexacorcoran.com/projects/LDchat-circle.jpg>  
<http://www.alexacorcoran.com/projects/LDchat-signup.jpg>

Set up of Chat Account, Sample Report:

<http://www.alexacorcoran.com/projects/LDchat-chatbuttons.jpg>  
<http://www.alexacorcoran.com/projects/LDchat-canned.jpg>  
<http://www.alexacorcoran.com/projects/LDChat-report69845.pdf>

## Additional Project Work

---

### Website Development:

#### Small Business Website: <http://www.repsplan.com>

Retirement and Estate Planning Services firm needed comprehensive website to showcase all client services. Built to client's specifications with HTML, CSS and Wordpress publishing platform. Project included:

- Site layout design selection and customization
- Stock photography selection for all imagery
- Server management to build, test and launch website
- Full design, development, and launch of site

#### Small Business Website: <http://www.slateventuregroup.com>

Local Venture Fund wanted professional website to build on networking initiatives. Built to client's specifications with HTML, CSS and web design software. Project included:

- Stock photography selection
- Graphic header image creation
- Server management to build, test and launch website
- Full design, development, and launch of site

#### Independent Consultant Website: <http://www.rjcorcoran.com>

Executive consultant moving onto the web for the first time with a website designed to reinforce the recommendations of current clients as the referral process is his main source of new clients. The site was to demonstrate the depth of his experience while conveying his unique perspective and inter-personal skills, plus the rich experience of working together. Built to client's specifications with HTML, CSS and web design software. Project included:

- Photography management (selection of site photos from hundreds provided) as well as photo treatment for website
- Full design, including header and pages as well as all other imagery
- Server management to build, test and launch website
- Full design, development, and launch of site

#### Blog and Writing Portfolio Website for Freelance Writer: <http://www.carolyncreative.com>

An entirely different look / feel, the client needed a portfolio and blog site to showcase her past and present marketing and writing projects. The site was implemented as a Wordpress-hosted blog on custom domain with comprehensive training so the client could add and update her own content and independently and instantly change the design.

### Email Implementations

**DecisionLens Executive Event Invitation** (Using Salesforce.com's email client, TrueMail):

<http://www.alexacorcoran.com/projects/DL-email.pdf>

### Video Productions and Photography Work: (Editing & Photo Montage Creation; Photo Retouch/Repair)

**Custom Video Production: Retirement Montage created from all Print Photos:**

<http://www.vimeo.com/2213763>

Produced from print photos to create a two DVD-set gift for retiring physician, including custom DVD and DVD box case design; Photos were scanned and retouched for dust and scratches, lighting adjustments - first 10 were repaired, several heavily damaged)

**Custom Video Production: Family History Montage created from print and digital photos:**

<http://www.vimeo.com/2277515>

A video produced from a collection of over 200 photos, some print and some digital. There was extensive photo repair for the historical family photos, as well as dust and scratch retouching on the majority of print photos. The project also required audio editing of several songs to time to the production.

**Video Conversion and Editing: Conversion of 8 mm film to VCR tape, now to Web:**

<http://www.vimeo.com/2277515>

I like to show this as the possibilities of making history come alive - it shows actual 1948 culture at its best in just three, silent black and white minutes!

**Photo Repair: Extensive Retouching and Repair of Photography:** <http://vimeo.com/5127076>