



# HAL NESBITT RESUME

web development, design, marketing



"A unique blend of traditional marketing communication skills  
with advanced technical abilities."

# About Me



My name is Hal, and I am a full stack web developer. Aside from being a champion yo-yoer, I am a full time computer geek for the American Society of Nephrology, where I oversee the Information Technology department. I complet-

ed my MBA from George Washington University a few years ago, which I am hoping will enable me to finally afford my own bad habits. When I am not writing code or creating pointless web applications, I enjoy reading books, watching

movies, competing in trivia tournaments, weightlifting, origami, and playing the harmonica. I live in Alexandria, VA, with my wife Ali, twin sons Sawyer and Finn, and daughter Alexandra, Jr.

Present - Senior Vice President for Information and Outreach, American Society of Nephrology



My current responsibilities include overseeing the Information and Outreach Team, an integrated business unit consisting of Marketing, Communications, Press/Media, Data Science, and Information Technology. It's a lot of meetings, but I still find time to write code.

# EXPERIENCE

A quick overview of my past and present work experience

After graduating from college in 2003, I began my career as a Marketing and Sales Support Specialist at Visual Systems Integration Group, Inc., (VSIG) a videoconferencing distributor located in Woodbridge, VA. This experience gave me initial exposure into B2B marketing and allowed me to flex some of my marketing muscle,

from strategic plan formation to direct mail campaign execution. The company dissolved in 2004.

I then decided to pursue a career in the non-profit arena, landing a job at the Mathematical Association of America (MAA), as a Program Assistant.

COLLEGE



- 2003 - Marketing Specialist, VSIG, Inc.



- 2007 - Website Developer, ASN



- 2004 - Program Manager, MAA



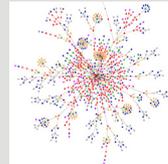
*My experience ranges from project management to marketing strategist to technical developer, allowing me to be involved in the full spectrum of business communications.*

I spent four years at MAA, earning several promotions, and eventually left there in 2007 as the Program Manager to pursue more technically-inclined career opportunities at the American Society of Ne-

phrology (ASN), where I am presently employed. I joined ASN as a Website Developer, but was soon promoted to a managerial position, allowing me to essentially build the IT Department from scratch.



Interaction is the key to creating and developing a positive user experience.



Wanting to be a well-rounded designer, I taught myself all aspects of the design process, from graphic design concepts to user-interface design to streaming media and audio/video integration.



## DESIGN CAPABILITIES

A mix of coding, graphic design, and copywriting abilities

I originally toiled on the outside of design, working with both clients and developers to bring the project vision to life. However, after a while, it became evident that I enjoyed the design as-

pect of the process much more than the account management aspect, so I began teaching myself design techniques, drawing on my marketing background and writing skills and focusing on

creating websites that were highly functional, aesthetically pleasing, and employed the latest advances in technology.



2019 - Recipient of Prominent Patriot in Business Award, given to notable GMU business alumni.



2003 - Graduated from George Mason University with a BS in Marketing

2009 - Earned an MBA from George Washington University with a concentration in Management of Science, Technology and Innovation.

# EDUCATION

## Academic disciplines and achievements



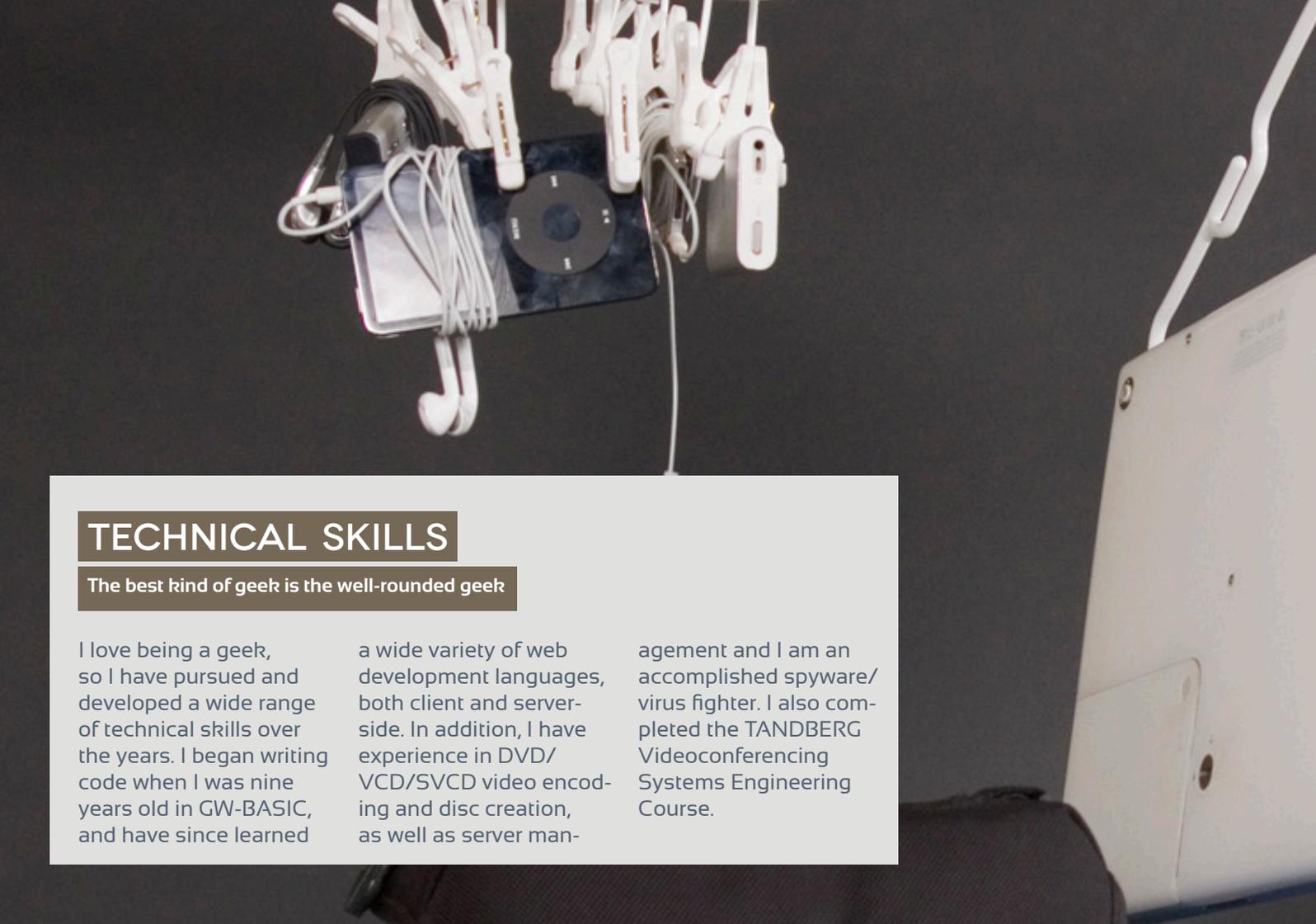
"Develop a passion for learning. If you do, you will never cease to grow."

-Anthony D'Angelo

I had originally planned on pursuing a degree in English, wanting to focus on writing, but after reviewing my career options, I decided that Marketing might be a better fit for me, allowing me to still utilize my writing skills, but also to work in many other aspects of the creative process. While at GMU, I was on the Dean's List every semester and

was asked to join *Golden-Key International Honor Society* and *Beta Gamma Sigma National Honor Society*. I graduated in the top ten percent of my class in 2003, earning the *Excellence in Major Award*, and was offered a partial academic scholarship to GWU to pursue my MBA in 2007, which I completed in 2009.





## TECHNICAL SKILLS

The best kind of geek is the well-rounded geek

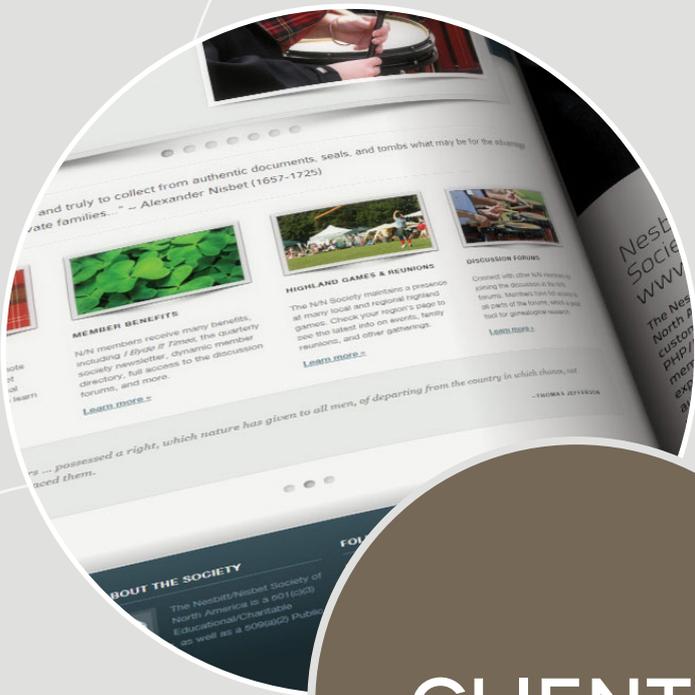
I love being a geek, so I have pursued and developed a wide range of technical skills over the years. I began writing code when I was nine years old in GW-BASIC, and have since learned

a wide variety of web development languages, both client and server-side. In addition, I have experience in DVD/VCD/SVCD video encoding and disc creation, as well as server man-

agement and I am an accomplished spyware/virus fighter. I also completed the TANDBERG Videoconferencing Systems Engineering Course.



Since retiring from developing Flash with Actionscript 2.0 and 3.0 (R.I.P. Flash), I now write XHTML code with jQuery and other javascript libraries, as well as server-side development with PHP, ASP/ASP.NET and database administration with MS Access, MySQL, and MS SQL Server.



Website and membership database system design for Nesbitt/Nisbet Society of North America



Logo and web design for CAT Roofing, a roofing company based in Woodbridge, VA

# CLIENTS



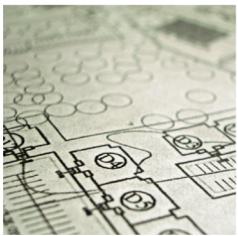
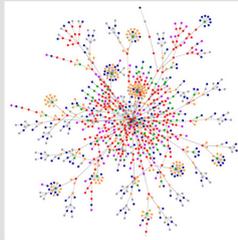
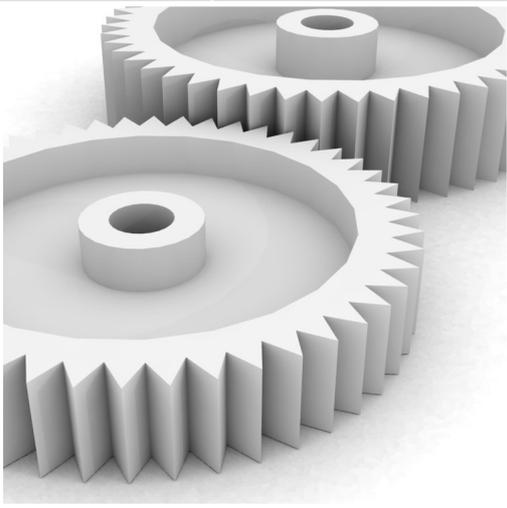
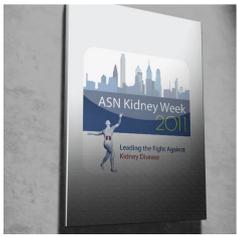


Website and complete CMS to control updates and content for NASA



Website and client portal design for Vness Photography, a professional photographer in Washington, DC







## THE BIG IDEA...

Providing solutions, from design to delivery

I pride myself on being able to solve problems, ranging in complexity from search algorithms to making your computer boot faster to choosing a background color for a layout. I believe that anything is solvable; it simply requires an understanding of the full scope of the problem and the willingness to take the problem head-on. This is what makes a person such as myself so valuable; I have

the keen ability to translate issues from top-level ideas to technical solutions, with all steps in between - from design to delivery. It's a skill that has carried me far and has carried the organizations I work for even farther.

"The measure of success is not whether you have a tough problem to deal with, but whether it is the same problem you had last year."

John Foster Dulles  
Former Secretary of State

**Hal Nesbitt  
1926 Elkin Street  
Alexandria, VA 22308**

**Phone 703-628-4128**

**hal@halnesbitt.com  
www.halnesbitt.com**