

# Paul C. Focazio

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**Education**      **Bachelor of Arts**, English Writing & Literature with minor in Environmental Biology  
*Magna Cum Laude* Graduate, L.I.U./Southampton College, May 1997

**Other**      **Graphic Communications Certification**, Hendriks Institute, Stony Brook, NY, January 2001

**Education**      • **Web Design:** Macromedia Dreamweaver, Fireworks, Flash, HTML Coding  
• **Print Layout & Design:** A. PhotoShop/ImageReady, Illustrator; Quark XPress, Adobe PageMaker

**Accessible Web Design**, HTML Writers Guild, April-May 2001 [www.pcfdesigns.com/portfolio/D201](http://www.pcfdesigns.com/portfolio/D201)  
A 7-week web-based training on how to provide universally accessible web sites for all potential Web users

**E-Commerce Web Development**, Hendriks Institute, December 2001-March 2002  
A 3-month course on creating and deploying a transaction-based e-commerce site and database management

**Search Engine Optimization**, HTML Writers Guild, June-August 2004  
An 8-week web-based training on how to produce successful online advertising campaigns for Web sites

## Experience: Present

- 2/99-Present*      **Web Content Manager**– *New York Sea Grant*, Stony Brook Univ., Stony Brook, NY
- Write for, edit and produce various publications, including the 16-24 page quarterly *Coastlines*
  - Produce PowerPoint presentations on lobster health, seafood safety, agency collaborations, other issues
  - Generate press releases, fact sheets, pamphlets and other publications and maintain contacts with other National Sea Grant Network Communicators to ensure the adequate transfer of coastal-based information
  - Manage all aspects of web site development and design for NYSG's Web site as well as collaborative Web sites between Sea Grant programs in NY and CT, OH and PA, all hosted through SBU's servers:  
*New York Sea Grant:* [www.nyseagrant.org](http://www.nyseagrant.org) – Winner of the National Sea Grant "People's Choice Award" (March 2001); "Site of the Month": Great Lakes Info. Network (February 2001), NOAA (July 2001).  
*NY/CT Sea Grant's LI Sound Lobster Initiative:* [www.seagrant.sunysb.edu/LILobsters](http://www.seagrant.sunysb.edu/LILobsters) – Winner of the Northeast Sea Grant "Outstanding Group Outreach Program Award" (January 2004)
  - Oversee NYSG's SharePoint discussion site, an internal forum to share files and ideas with staff statewide.
  - North East SG Communications Rep. (2004-Present); Member of: National SG Network's Web committee; Virtual Task Force (2000-03); NYS Higher EdWeb; Cornell U's Web group; HTML Web Masters Guild.

*4/00-Present*      **Graphic Design Consultant**– *PCF Designs.com, Inc.*, a freelance business with a full-suite of web and graphic design services. Surf over to [www.pcfdesigns.com](http://www.pcfdesigns.com) for information on and links to URLs including:

**Association of National Estuary Programs**– *Writer/Web Developer* since August 2001 for this Washington, D.C.-based non-profit group working to promote and preserve our 28 nationally-designated estuaries. I provide online content and design for [www.nationalestuaries.org](http://www.nationalestuaries.org), including these sections:

- Special site features: *Citizen's Report, Fact Cards, ANEP Recipe Café, NEP Spotlight; ANEP Update*

Monthly Web design / maintenance / Search Engine Optimization since January 2004 for clients including:  
**Atlantic Bay Sotheby's International Realty** ([www.provincetownrealestatenow.com](http://www.provincetownrealestatenow.com)), **Mike DuBour's P-Town** ([www.ptownma.info](http://www.ptownma.info)), **The Finishing School** ([www.thefinishingschool.com](http://www.thefinishingschool.com)), **NY-NJ Harbor Estuary Program** ([www.harborestuary.org](http://www.harborestuary.org)), **Josh Herman Bail Bonds** ([www.abailstop.com/bailinfo](http://www.abailstop.com/bailinfo) - portal page linking into 10 of this client's bail sites), **Avionic Instruments** ([www.avionicinstruments.com](http://www.avionicinstruments.com)), **Adam's Entertainment** ([www.adamsentertainment.net](http://www.adamsentertainment.net)), **Faux de Lis** ([www.fauxdelis.com](http://www.fauxdelis.com)), offering decorative/straight painting, furniture restoration, stenciling.

## Experience: Past

Writer and editor of several print publications for the following newspapers and educational institutions:

**Assistant Editor**– *Rockefeller University*, Office of Public Affairs, Manhattan, NY 4/98-1/99

- Wrote feature and news articles for *News & Notes*, proofread and fact-checked other publications
- Prepared, distributed press releases to print, broadcast media, coordinated RU scientists/media interviews
- Other positions held: Communications Associate and University Events Publicity Editor

**News Reporter/Assistant Culture Editor**– *The Independents*, East Hampton, Southampton, NY 2/96-10/97

**Editor-in-Chief**– *The Windmill*, College Newspaper, LIU/Southampton, Southampton, NY 9/93-3/98