

# PAUL RODNEY TURNER

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## PROFILE

Food security, nutrition, and poverty reduction specialist eager to apply unique blend of public relations, campaign management, and IT skills toward supporting a progressive global organization as a driven and productive team member ~ Extensive hands-on background working in the field and reporting to public and private institutions ~ Sharp business acumen and demonstrated ability to generate revenues through effective marketing; implement promotional strategies that incorporate diverse tactics ~ Dynamic communication, presentation, negotiation, and relationship management skills ~ Dedication to maximizing relief through provision of the healthiest food possible, commitment to sustainable agriculture, and community outreach and education initiatives

### ~ TECHNICAL PROFICIENCIES ~

Software: Adobe Design Suite ~ Dreamweaver ~ Drupal ~ Flash ~ Illustrator ~ InDesign ~ Joomla ~ NetObjects ~ PageMaker ~ Photoshop ~ PHPNuke ~ WordPress

Languages: ASP ~ CSS ~ DHTML ~ HTML ~ JavaScript ~ MySQL ~ PHP

Databases: Oracle ~ SQL Server ~ Sybase

## PROFESSIONAL EXPERIENCE

Food for Life Global

### International Director

1993 – 2010

- Traveled to more than 50 countries throughout Europe, Asia, Pacific, and the Americas to support this successful international NGO in its mission to provide healthful and environmentally responsible food to the disadvantaged, malnourished, and victims of disaster
- Actively launched new food relief programs, authored training materials and food relief program management guides, delivered more than 150 training seminars worldwide, served in a public relations capacity, and monitored program performance
- Led team of more than 50 volunteers in establishing relief kitchens throughout Sri Lanka following the tsunami and directed the creation of COTTAGE [www.cottageyouth.com](http://www.cottageyouth.com), a gift card program benefitting orphans ; oversaw food relief efforts for other major natural disasters worldwide, including Hurricane Katrina in New Orleans, the Gujarat earthquake, and most recently, the earthquake in Haiti
- Personally responsible for raising more than \$1M for global FFL projects through a variety of channels – wrote, performed, and produced *Prasada Sevaya* music CD; co-produced 10-minute fundraising video; developed, designed, and continue to maintain [www.ffl.org](http://www.ffl.org)
- Authored numerous texts, including 200-page official Food for Life Training Manual on food relief program management and training supplements, two books: *How to Start a Vegan Food Relief* and *The Yoga of Eating*, and international FFL newsletters

Houddini Design Studios (Portfolio: [www.houddini.com](http://www.houddini.com))

### President / Marketing Manager / Lead Designer

1997 – Present

- Successfully manage all aspects of web design and hosting company serving a diverse client base including USAID, World Bank, IFC, MCI, Heineken, Amstel, Captain Morgan, Marriot Hotels, Columbia House, Long & Foster, and Food for Life Global
- Work closely with clients to identify and address unique needs and goals; diligently map out comprehensive Internet strategies including company branding, online marketing, user interaction, database integration and search engine rankings
- Personally designed and developed more than 100 cutting edge client websites; conduct strategic marketing campaigns to assist clients in achieving top ten positioning in search engines and directories

The World Bank

### Graphic Designer and Web Developer

2006 – 2008

- Designed and developed Flash-based learning modules for Operations Policy and Country Services (OPCS) and the Learning Board

- Developed ePublish sites for the Environment, Watsan, and Transport departments; additionally designed and developed Content Management website for Public Expenditure and Financial Accountability (PEFA)
- Assisted with design and development of [www.MyAdvisorySpace.org](http://www.MyAdvisorySpace.org) for the Small and Medium-Size Enterprise (SME) Department
- Designed numerous posters, flyers, books, banners, and other collateral for the Farmer Based Organizations (FBO) project and more than 25 other World Bank departments

**Senior Knowledge Manager – ETC – GG Level** 2005 – 2006

- Facilitated communications between (CTR) and Central Web Team (CWT); worked directly with content originators and publishers, editors, technical staff, and country offices on site development
- Performed in-depth research, conducted user interviews, and analyzed activity to prepare business case
- Managed creation of new (ACTKD) Intranet website, oversaw migration of Country Office Accounting website, and developed CTR statistical “Dashboard” using Omniture

**Graphic Designer and Web Developer** 2003 – 2005

- Played an integral role on team responsible for developing World Bank KMS/LMS and produced e-Learning Modules in Macromedia Flash for PRSP & ESRP
- Created planning and strategy documents for ISP Migration of World Bank web sites; redesigned and migrated numerous websites
- Managed branding initiative for Staff Learning Department; created logos and marketing collateral for ECA, OPCS, MNA, KLE, DevComm, Corp Sec., HR, LSG, and many other departments

**Web Server Administrator** 2000 – 2001

- Entrusted with responsibility for 200+ hosted sites on the World Bank servers; designed user interfaces for World Bank website analysis portals
- Managed Intranet/Internet NT and Unix servers and utilized Web Trends Enterprise Server Edition to monitor and maintain server log files

The Billiards Training Company LLC

**President and Product Designer** 2004 – 2007

- Created innovative billiards instructional product – the Billiard Aim Trainer [www.billiardaimtrainer.com](http://www.billiardaimtrainer.com); oversaw product manufacturing in Taiwan, coordinated highly effective marketing campaign, managed sales team and distribution contracts, and demonstrated product at industry conferences

International Vegetarian Union

**Elected Council Member / Editor of International Vegetarian Magazine** 1999 – 2003

- Authored, edited, and published articles for the Magazine; worked with the Union to promote its mission and increase organizational awareness

U.S. Department of Health & Human Services

**IT Specialist** 2002 – 2003

- Led project team in redesigning and developing Internet and Intranet sites; additionally designed and produced official government publications, including booklets and reports

International Finance Corporation

**Graphic Designer and Web Developer** 2001 – 2002

- As Lead Web Developer and Administrator, designed, developed, and maintained more than 10 websites for the SME department; built Notes Databases for SME websites; created layouts for numerous publications and reports; and designed award-winning IFC Corporate Awards brochure for 2001

ICG Communications

**Public Relations and Media Liaison** 1990 – 1993

- Executed diverse PR functions for non-profit clients, including conducting on-site management of emergency food relief efforts, writing press releases, planning and managing fundraising events, and designing fundraising publications

## PROFESSIONAL DEVELOPMENT

ePublish Administration, World Bank	2003
Rationale / Vignette Content Management Suite, Rationale	2003
Netegrity SiteMinder Deployment and Administration, MicroTeck	2003
Certified Macromedia Flash Developer, TecHead	2002
Certified Macromedia Dreamweaver Developer, BrainBench	2000