

LOUIS TONG

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QUALIFICATIONS SUMMARY

Over 20 years of information management experience, with expertise in:

- Web content management and taxonomy
 - Web information architecture, user interface, and usability
 - Training and development
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PROFESSIONAL HISTORY

7/2009 - present: Dell Inc., Round Rock, Texas

Public & Large Enterprise Taxonomist/Metadata Librarian

- Designed, implemented and maintained web taxonomy and information architecture for PLE web sites, including non-English sites
- Collaborated with eDell, Global Creative and Content Assistance Teams on taxonomy governance, future site design and usability testing
- Represented LE with design and business requirements for content-related tools and applications
- Managed LE keyword lists for SEO, site search, social media and paid search
- Project management for LE Online Marketing projects

1998-2009: Halliburton Company, Houston, Texas

Web Content Administrator & Taxonomy Manager (1999-2009, Corporate Marketing)

Please see this link for additional information & illustrations: <http://www.louistong.com/hal.htm>

- Developed and managed web taxonomy for multiple metadata-driven company web sites
- Participated in the design and migration of company web sites from static to CMS-based and dynamically-driven ones, using Interwoven *Teamsite* and other applications
- Provided subject matter expertise to content owners on information architecture and taxonomy design
- Assisted content owners with search engine optimization (SEO)
- Developed and delivered training for intranet web site administrators
- Designed and implemented web-based surveys
- Web content production using codes and scripts, CMS, and graphics tools

Proposal Librarian (1998-99, Brown & Root Services, currently KBR)

- Maintained internal library for Business Development and Proposals department
- Developed and maintained project information databases
- Performed information research, competitor and client intelligence, and FOIA activities
- Supervision of other team members

1993-98: International Facility Management Association (IFMA), Houston, Texas

Senior Research Library Services Specialist

- Managed the research library of a 20,000 member non-profit professional association
- Collected and organized literature and provided research to members worldwide
- Built and maintained databases on facility management information
- Hired, trained and supervised information services team members (2.5 FTE)
- Managed a \$250,000 annual budget, increased publication sales by 40% in three years
- Represented the association in codes, standards and regulatory bodies

1990-93: Houston Academy of Medicine - Texas Medical Center Library, Houston, Texas

Information Assistant

- Staffed the information desk of a major academic medical library
- Provided research and information to healthcare practitioners, researchers, staff and students
- Trained library patrons and staff in online database searching

EDUCATION

Master of Library Science – Medical Informatics, 1992, University of North Texas, Denton, Texas (ALA accredited)

Bachelor of Science – Economics and Geography, 1985, University of Houston, Houston, Texas

RELEVANT PROFESSIONAL DEVELOPMENTS

Web Usability Workshop with Steve Krug, 2007

Information Architecture Workshop with Louis Rosenthal, 2007

KMWorld & Taxonomy Bootcamp (concurrent conferences), 2000, 2006 & 2008

Multiple related webinars with Seth Earley & Associates (taxonomy consultants) – ongoing

PROFESSIONAL PRESENTATIONS

“Web Content Management at Halliburton, 2001-Present”, *KMWorld 2008*, San Jose, CA

AWARDS & HONORS

1991 – Medical Library Association: Minority Student Scholarship

1991 – South Central Chapter/Medical Library Association: Mayo Drake Scholarship

Featured in – *Marquis Who's Who* (multiple titles and editions)

PROFESSIONAL AFFILIATIONS

Special Libraries Association – Secretary, Texas Chapter, 2001-2; Chair, Houston Local Planning Group, 2000-02

International Facility Management Association – Board member and membership chair, Environmental, Health and Safety Council, 1998-2002; Member, Public Relations & Web Committee, Houston Chapter, 2002-4

SOFTWARE PROFICIENCIES

Microsoft Office, SharePoint, Interwoven *Teamsite & Media Bin*, Adobe Dreamweaver, Fireworks

FOREIGN LANGUAGES

Native speaker of Chinese (Cantonese and Mandarin), working knowledge of French & Japanese