Konstantin Rysyanin | MCSE

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*Experienced IT Professional*

## Work Experience

### Consultant

DBA Propel-Marketing.com - Indianapolis, IN

November 2018 - December 2020

* Helping businesses with digital transformation, efficiency and profitability. Drive customer acquisition, retention and loyalty through the latest in Marketing Technology
* Websites – WordPress, Joomla, Blogger, helyx, WiX, HTML5+PWA
* Marketing Automation and MarTech in general, AI, IT, Process, Communications, E-commerce and more
* Local and Cloud (SaaS) Systems deployments and support
* Software and Hardware Troubleshooting
* User training

### IT Engineer

OnGuard Security Solutions - Indianapolis, IN

July 2017 - November 2018

* Modernized internal IT architecture leading to a decrease of Total Cost of Ownership in 1.5 times
* Successfully lead external vendor and completed new web application deployment saving the company thousands of dollars
* Developed new Digital Marketing Technology Ecosystem
* Successfully diversified brand through B2B and B2C market segmentation resulting in 10 times improvement in lead generation
* Developed new communication strategy and workflows which enabled an increase in orders with lower CPA and improve LTV figures
* Routine Software and Hardware Troubleshooting

### Technology Consultant

DBA propel-marketing.com

April 2013 - July 2017

* IT, System Integration, Internet Marketing
* Successfully put multiple businesses online
* Implemented analytical tools to optimize business processes and control costs
* Successfully deployed and integrated the following: multiple Google Workspace instances, from 5 to 300 seats, CMS, CRM, VoIP, Web Servers, SaaS e-commerce
* Developed several mobile applications
* Trained users

### Program Director

OCN - Fort Lauderdale, FL

February 2009 - April 2013

* Successfully launched multiple clients’ solutions as a post-sale consulting engineer
* Performed Content Management, Client Technical Support, Analytics, Reporting
* Led a geographically distributed team of four very talented people
* Successfully launched and managed the new streaming radio station
* Developed the new concept of omnichannel content distribution
* Created conventions, admin documentation, and technical manuals for end-users
* Together with my team developed new web sites and mobile apps. Supported and improved IT, UI and UX
* Delivered the best quarterly reports to be presented to the Board of Directors and CEO
* Key Competencies
* Digital marketing, Omnichannel Media Delivery

### IT Coordinator

MFMI - Greenwood, IN

June 2003 - April 2009

Combined IT and Marketing Communications functions

* Developed IT Service Architecture for local offices
* Upgraded IT infrastructure: Desktop, LAN, WAN, Servers
* Successfully created and kept up to date high impact interactive presentations - flash, video, audio, animation, web
* Audio and Video Production, Graphic Design, Interactive Presentations, Analytics
* Built templates for staff use - PowerPoint, Word, Excel, Google Docs
* Built out new web presence infrastructure
* Continuously provided end-user and departmental support and training
* Pioneered Mobile Workforce data access
* Developed Intranet portal

### Technology Strategist

DallasVintageShop.com - Plano, TX

April 2004 - February 2009

Enabled manifold revenue growth through focusing the business on core competencies

Optimized overhead cost

Successfully created brand awareness via Digital Marketing collaterals, SMM automation, SEO strategy, budgeting, PPC advertising

Implemented Cloud-based collaboration solution

Built IT infrastructure from the ground up

Deployed Google Analytics, ran Analytics reports, managed gigantic photography library

Authored unique copy and graphics

### Customer Support Staff

Universities Center at Dallas - Dallas, TX

September 2001 - June 2003

Marketing research and Promotion (Booth, exhibits, etc.), Data Visualization, Computer Lab

Management, Remote Video Conferencing, Internal and Front Office Customer Support, Support for Windows OS and MS Office, as well as Enterprise Networking

### Internet Marketing Director, Systems Engineer

Advanced Metro Pest Control - Arlington, TX

May 2000 - August 2001

Defined IT infrastructure, direction and overall strategy, created and managed digital media and web in-house software development project, successfully built interactive website with library, coupons, contact forms, streaming video presentations, deployed IT in new branches - Windows Servers, Workstations, Security, Third-party software (calling center) integration

### Systems Engineer

Criswell College - Dallas, TX

September 1999 - April 2001

Support daily operation of college office, Setup networking, Servers: PDC, DHCP, Fax, Workstations, Windows, MS Office, Third-party software, End-user desktop support and training.

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## Education

**Business Administration**

Texas A & M University-Commerce Station - Commerce, TX

August 2003 to May 2005

## Skills

IT Infrastructure Management, Marketing Automation, E-Commerce, Strategic Planning, Training, SEO, PPC, CRM, Web Services, Design, Microsoft Office, Analytics, Security Management, Simple, Mobile Apps, UX.

## Tool portfolio:

Windows, Linux, MacOS, iOS, Android, Virtualization, SaaS, NAS, DNS, TCP/IP, DHCP, Active Directory, Exchange, Office365, MS Teams, GSuite, Zoho, CyberSecurity, Firewalls, Zoom, 8x8, VoIP/SIP, LAMP stack, WordPress, Drupal, Blogger, AMP, WPA, Docker, Angular, Ionic, REST, API, XML, Atom, CRM, ERP, LMS, eMail newsletter systems

## Certifications/Licenses

HubSpot - Social Media Marketing

Microsoft Certified Systems Engineer (MCSE) # A574-3583