

# ERIK VECCHIONE

## DESIGN, MARKETING & TECHNOLOGY

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### + EMPLOYMENT

- 2000 - Present DESIGN, WEB DEVELOPMENT, AND MARKETING CONSULTANT**  
*Recent clients include Gogo Air, Chicago Software Solutions, The Pierce Family Foundation, Teen Living Programs, and the Foundation for Sarcoidosis Research.*  
Branding and visual identity development. Web marketing strategy consulting for nonprofits and small businesses. Custom Wordpress and Drupal theme development, front end development, custom landing pages, design for print collateral and environmental/signage; email and social media marketing.
- 2014-Present TravelClick, Inc. CMS Team Lead**  
Project management and serving as scrum master for a team local and off-shore developers building a proprietary content management system on an MVC-based PHP framework. Conducting code reviews for team. Liason with product team to set priorities and scope for sprints. Developed functional requirements documentation, user stories, with interface wireframes. Liason with design team to develop user experience with new CMS features. Leading team to implement new front end development toolset with SASS, Foundation, Grunt, Bower and Require.js. Leading operational improvements with implementing Agile software development methodologies and onboarding program for new hires. Serving as development operations lead for the team.
- 2009 - 2012 PROJECT EXPLORATION**  
**2012 Director of IT & Communications**  
**2009 - 2012 Senior Manager of Marketing & Technology**  
Oversaw entire IT infrastructure for organization. Developed and lead social media and email marketing strategies for the organization. Design and management of web site. Developed and lead SEO strategies and Google AdWords account. Designed and led implementation on an online giving platform that connected directly to the in house database (Blackbaud). Lead art direction and production on all printed materials and mailings. Managed public relations strategies with external firm and local news agencies. Developed after school program for blogging and social media.
- 2008-2009 FRANK LLOYD WRIGHT PRESERVATION TRUST**  
**Internet Marketing Analyst**  
Led web presence redesign with custom CMS. Responsible for developing front end design and code. Redesigned retail division's e-commerce platform with new brand standards. Created custom web interface for back of house volunteer database. Developed and managed social media presence. Managed Google AdWords.
- 2003 - 2008 PROJECT EXPLORATION**  
**Manager of IT, Web & Publications**  
Set-up and oversaw entire IT infrastructure and telephony for organization. Designed and managed web site. Designed and produced all printed collateral and marketing materials. Logo and exhibition/environmental materials design.
- 1999 - 2003 OUTDOOR NETWORK**  
**Web Development, SEO Strategist & Web Server Administrator**  
Web development with PHP, Perl, JavaScript. Portal development, SEO strategy and implementation for clients. Linux/Unix server administration.

### + PROFESSIONAL SKILL SETS

	BASIC ----- MASTERED
Graphic Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Web Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Interface Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Search Engine Optimization	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Social Media Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
CSS3/HTML5	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
LAMP Stack	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
JQuery/JQuery UI	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
WordPress	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Drupal	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Twitter Bootstrap	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Foundation	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
SASS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
LESS	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
GRUNT	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
BOWER	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Balsamiq	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Illustrator	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
InDesign	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Flash	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
TortoiseSVN	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
GIT	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Mac OSX	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Basecamp	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Vagrant/VirtualBox	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
WAMP/MAMP	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

### + EDUCATION

- 1997-1998 JAZZ GUITAR STUDIES**  
Austin Community College
- 1994-1996 MUSIC PERFORMANCE & BUSINESS**  
Columbia College Chicago

### + CERTIFICATIONS

- Current AGILE PROJECT MANAGEMENT CERTIFICATION (PMI-ACP)**  
Anticipated Summer 2015
- 2006 MSCA+SECURITY**  
Windows 2003 CERTIFICATION