Technology and Marketing Professional

{In a nutshell} Creative. Strategic. Outside-the-box.

Over 20 years in technology and marketing for a wide range of industries. A strong command of strategy and details – road mapping, design, programming, project management.

{Skilled in}

→ Marketing, CMS and CRM Technology

→ Consulting and Project Management

→ Web strategy, Front end design, UX/UI

{Technologies and Tools}

→ Adobe Creative Suite, Dreamweaver → SQL Server Management Studio, Visual Studio, HTML, CSS

→ Wordpress, CPanel → Google Webmaster, Campaign and Analytics

{Relevant History}

**Freelance Projects,** Cincinnati, OH, 2009 – present

* Built an image digitization and archiving program from scratch for a non-profit. The project included development of a project web site and marketing materials design.
  + Involvement eliminated their need to manage multiple vendors and associated project onboarding costs.
* Managed redesign and migration of company websites into CMS and CRM systems for several companies.
  + Result was more consistent, centralized management and processes.

**Quaero Corporation,** Vice-President, Marketing Effectiveness Practice, Las Vegas, NV

**Alliance Data,** Account Manager & Manager, Product Marketing/Development, Columbus, OH

**Fair, Isaac and Co.** Consultant, Customer Strategy Integration, Chicago, IL

**DraftWorldwide** Senior Business Analyst, Chicago, IL

T**ribune Direct** IT Coordinator, Senior Account Manager, Chicago, IL

*{IT and Project management}* Architecture strategies. Database design. SDLC.

* Managed hygiene and duplication testing on Microsoft's Worldwide Marketing Database for load into e.Piphany. Testing resulted in confirmation of match rates claimed by Acxiom for Abilitec, a persistent ID matching tool.
* Developed custom mapping application requirements to assign leads to automotive dealerships based on cascading logic rules.
  + This resulted in savings of $2,000 per marketing campaign.
* Managed data processing timeliness, efficiency and resource utilization by creating systems to measure, monitor and analyze work flow.
  + Developed statistical analysis and intranet cross training tools that cut redo rates from up to 35% to 1.5% per month.

*{Documentation and Assessment}* Wireframe. Logic flow. Requirements and pseudo code.

* Guided cross-functional team through all aspects of process redesign, RFP and Proof of Concepts for Campaign Management and CRM tool suites. I also created materials to support business case and due diligence for securities regulatory compliance.
  + This effort saved over $250,000 in external consulting costs as well as significant negotiated savings in tool acquisition costs.
* Assessed and implemented ASP Sales Force Automation tools for internal use.
  + Centralized lead assignment, pipeline reporting and eliminated the need for dedicated resources for lead management.
* Created specifications, requirements and wireframes for internal development of Internet enabled Sales Force Automation and event campaign tools for advertising agency management of events.
* Wrote specifications for donor duplicate identification processing to accommodate specific legacy business rules.
  + The new application successfully streamlined a complicated, time consuming process and replaced a prior system that allowed duplicate records to enter the database on a daily basis.

*{Web and Interface Design}* Layout. Responsive Design. Prototyping.

* Directed intranet creative redesign for a division of a large company.
  + This effort brought the existing functionality in line with corporate creative standards and was the first step towards an interactive customer and employee portal.
* Designed and managed implementation of an Intranet reporting application to drive campaign reporting and analysis from a proprietary open architecture database.
  + This eliminated IT involvement in over 95% of custom report generation requests.
* Developed Microsoft Access databases and interfaces that cut marketing processing cycles from 25 days to 5 days and loyalty brand targeting program processing from 4 hours per project to 1 hour for five projects.

{Education}

* **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
* **General Studies** Kansas City Art Institute

{Professional Development} Technology strategy. Application design. Front end programming.

* **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT, August, 2016
* **Hubspot** Inbound Certified

{Special Interest} Personality Type: ENFJ

* Co-administrator of *The WebChef Forum* on Facebook. Currently, over 45,000 likes, 20,000 reach and 2,000+ post engagements per week.