Paul La Valle

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PROJECT MANAGEMENT • DIGITAL ANALYTICS • FRONTEND STRATEGIST • PROCESS IMPROVEMENT

Summary

With a versatile and accomplished background as a leader in industries such as healthcare, marketing, lifestyle products and development, I possess a primary and strategic focus on the user experience. I am a results driven individual, who is quite passionate about the digital experiences offered by marketing campaigns and how they can affect a consumer's choice in purchasing a product or service as well as looking for new ways to increase productivity while reducing costs.

Under my leadership as Director of Web Production there was an 80% improvement in productivity and a 45% decrease in operational costs when I instituted new technology and strategic thinking to increase sales by 25% in the first month of implementation.

As a proven leader with capabilities in managing teams, as well as projects, and reducing administration costs while providing workable strategies for maximum effectiveness including ability to influence and drive process changes and problem resolution.

I utilize my expertise on the front-end with developing, implementing and executing interactive web strategies and solutions for landing pages, corporate sites, e-commerce sites, micro-sites, and blogs, as well as strategies for mobile, banner advertising, social media initiatives and email campaigns. This is demonstrated by my continued pursuit of studying website analytics and metrics to better understand the consumer, the campaign and to improve the experience through either refinement or presentation of said campaign.

Skills & Expertise

Expert (I use it every day):

- Responsive Design
- Adaptive Design
- HTML5
- CSS
- jQuery
- JavaScript
- SEO
- User Experience

Advanced (used as needed):

- Flash
- Actionscript
- DHTML
- PHP
- XML
- Analytic Tools (i.e.: google analytics)

Platforms/Tools

- Bootstrap
- Salvatorre
- Skrollr
- Wordpress
- BigCommerce
- CodeIgniter

- Drupal
- EpiServer
- NetSuite
- MySQL
- Photoshop
- After Effects

Experience

PaulLaValle.com
January 1995 – Present
Owner/Developer
- Hands-on Google Analytics deployment, configuration and integration to gather user demographics such as location, browser, mobile device type or desktop, screen resolution, where they came from, where they left, how long they have been on the site, how long they have been on a page, what time did they access the website and any keyword information to provide ad hoc reports, fine tune the UI/UX if needed for build/content optimization strategy, make recommendations from analytics for advertising based on time of day and whether it's mobile or not.
- Develops websites and web applications for clients employing HTML, CSS, PHP, MySQL and jQuery.
- Consulted with various companies on SEO and SEM strategies and optimization.
- Develops and executed web strategies for clients including website design and development, the marketing and promotion of, and administration and maintaining of those websites.
- Gathers business requirements for constructing and creating intuitive user interfaces, navigation with emphasis placed on user experience and interactions on a user-centered design process that maximizes ease of use and satisfaction.
- Scheduling and planning of deliverables using past projects as baseline and input from resources for time management of tasks.
- Vetting of project needs.
- Obtaining buy-in from key stakeholders of project.
- Setting up GA tracking code in Google, and applying on many websites to track user data and run reports for usage. Ad-hoc reports run for clients to determine location and time of user, as well as the device(s) and screen resolutions to help improve usability for each website. Running other ad-hoc reports and requested by area of business.

Past clients include: Consolidated Edison, American Express, Eastern Mountain Sports, Heineken, Starwood Hotels & Resorts, GE Consumer Finance, Seiko, Maclaren, LaserPerformance, FreeScore, IdentityHawk, TBD Interactive, Lotus Interactive, IMT Computers, HireWorthy, Lot18, Xerox and FYI Direct.

Dory Designs
June 2013 – April 2016
Senior Web Developer
- Frontend developer for Dory Designs with clients that include Maclaren and Laser Performance, focusing on the user's experience and multi device adaptability for each implementation.
- Directed and designed or collaborated with designers for mobile versions of all desktop layouts
- Developed and executed interactive web strategies and solutions of more than 20 corporate sites, e-commerce site and micro sites combined, mobile, banner advertising, social media initiatives, email campaigns, and associated marketing assets for each of the two businesses.
- Many of the micro-sites are multi-language catering to the international clientele.
- Collaborated with creative, social media and marketing teams.
- Hands-on Google Analytics deployment, configuration and integration to gather user demographics such as location, browser, mobile device type or desktop, screen resolution,

where they came from, where they left, how long they have been on the site, how long they have been on a page, what time did they access the website and any keyword information to provide ad hoc reports, fine tune the UI/UX if needed for build/content optimization strategy, make recommendations from analytics for advertising based on time of day and whether it's mobile or not.

- Setting up GA tracking code in Google and applying to Maclaren and Laser Performance websites to track users from one website to another, through purchase of product. Identifying through reports where user might have fallen off and analyzing why the user dropped off instead of completing through the purchase. Simulating the users experience to help improve conversion rates and usability. Ad Hoc reports to track sales of service. Running other ad-hoc reports and requested by area of business. Document code and provide Unit Testing.
- Add new functionality to existing clients' sites.
- Implement E-commerce designs based on wireframe templates.
- Improved SEO and SEM strategies.

Vertrue Inc.
Vertrue is comprised of Vertrue, AdaptiveMarketing and FYI Direct subsidiaries
April 2006 - August 2012

Creative Director Web Development at FYI Direct   **April 2011 - August 2012**
Director Web Production at FYI Direct   **January 2011 - April 2011**
Director Web Production at Adaptive Marketing   **February 2008 - January 2011**
Senior Manager of Web Production at Adaptive Marketing   **April 2006 - February 2008**

Under my leadership as Director of Web Production at Vertrue Inc., and its subsidiaries – AdaptiveMarketing and FYI Direct – there was an 80% improvement in productivity and a 45% decrease in operational costs when I instituted new technology and strategic thinking to increase sales by 25% in the first month of implementation.

- Managed a team of developers, and outsourcing partners building complex web sites and landing pages.
- Spearheaded and managed the execution of front-end development and integration with the back end programming.
- Responsible for optimizing the front end web experience on all audiences, platforms and device types.
- 2006 I introduced a digital innovation to the existing infrastructure and developed a technique to determine if a device is a phone, a tablet or desktop computer;
- Introduced responsive design in 2009 to the business, which revenues went up 25% in the first month, and continued to rise each month thereafter.
- Directed, designed and/or collaborated with designers for mobile versions of all desktop layouts.
- Responsible for the programming and design of product web sites (financial, identity protection and lifestyle/leisure products) using CSS, XHTML, XML, Flash and jQuery.
- Increased focus on member product sites and user experience.
- Created, grew and nurtured a team of developers for the Creative Department.
- Contributed to the overall success of this $800 million business.
- Established core guidelines for front-end development.

- Worked closely with the backend .NET developers setting up new websites and revamping old sites to web2.0 standards.
- Analyzed key systems to better understand what limitations the front-end developers faced, and implemented processes to work in and around those limitations to expand the front-end developers' skills and produce key product sites.
- Consult with users to gather information about program bugs, objectives, functions, features and make recommendations on implementing objectives.
- Hands-on Google Analytics deployment, configuration and integration to gather user demographics such as location, browser, mobile device type or desktop, screen resolution, where they came from, where they left, how long they have been on the site, how long they have been on a page, what time did they access the website and any keyword information to provide ad hoc reports, fine tune the UI/UX if needed for build/content optimization strategy, make recommendations from analytics for advertising based on time of day and whether it's mobile or not.
- Installing tracking code given from Marketing Department's campaigns, and adding to landing pages and websites to track conversation rates. Ad-hoc reporting on user's device and screen resolution to target custom responsive websites and landing pages to improve design esthetics and usability. Running other ad-hoc reports and requested by area of business.

Two web sites won awards: FreeScore.com and SavingsAce.com
2009 [SavingsAce award for Outstanding Achievement in Web Development](#).
2010 [FreeScore award for Best Financial Online Advertising Campaign](#).

Sierra Communication an IPG Company
January 2005 - December 2005
Director Interactive Media
- Flash development.
- Layout and design of banners, html email, and landing pages.
- End clients include, Eastern Mountain Sports, Starwood Hotels and Resorts, GE Financial Services, and American Express.

Branford Hall
February 2003 - May 2003
Teacher
- Short term position teaching advanced web development including advanced html, css, JavaScript and document object modeling;
- Creating custom graphics using Macromedia Fireworks, Flash and Adobe Photoshop.
- Tailored course of study;
- Developed and presented lesson plans;

Education:

May 1986 – Bachelor of Arts, Graphic Design
Art Institute of Boston, MA
Design/Illustration