RESUME

**Mark Diggens**

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(233) 555-5446

http://www.linkedin.com/in/abc

**Summary:**

Development manager with 10 years of hands-on experience, specializing in Internet

marketing and data-driven web sites.

**Objective:**

HRIS Applications development manager for a large ATS vendor or ASP in the HR space.

**Experience:**

ABC, Encinitas, CA

October 2004 – Current

**Director of Web Applications Development**

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Managed email marketing campaigns to attract new sales and retain customers.

Add new technology to website to manage leads, increase response time and provide

pertinent information to new customers.

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Convert current HRIS from VB to ASP to create complete web based solution.

Added custom encryption coding to SQL and ASP web applications.

Designed custom applicant tracking ASP program for large client.

Designed customer support application to receive requests/files from clients, divert to

appropriate support staff, and track issue from open to resolve.

Supervised 15 employees.

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ABC, Del Mar, CA

March 2003 – December 2004

**Senior Web Developer/DBA**

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Developed special package sales on website for the Mighty Ducks of Anaheim.

Managed email marketing campaigns for Mighty Ducks of Anaheim to generate

interest in season passes, group sales, and special promotions.

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Developed event registration sites for Mazda, Mercedes, Volvo, Cadillac & Mitsubishi.

Developed web-based email tracking system for bulk mail sends to track all consumer

actions upon opening an email sent from the system.

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Developed analytical reporting tool for clients to access results of bulk mail sends.

Set up/deployed bulk mail campaigns for various companies through Exact Target.

Consulted with clients about bulk mail results to help find their target audience.

Helped customers to build their email database through various bulk mail promotions.

Developed web-based contest applications for various seasonal marketing

campaigns that included Email Marketing, Web Registration, Email Tracking, and

Contest Reporting for the State of Connecticut Tourism Department.

Developed Meeting Planner marketing tool for customers to plan/book meetings at

any of over 200 hotels in Connecticut for the Connecticut Tourism Department.

Primary contact for Automotive Ride & Drive Marketing Campaigns.

DBA SQL Server 7 & 2000.

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ABC

May 2002 – March 2003

**Contractor – Web Development**

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Designed & developed web-based gift fulfillment system for use by Mazda and their

affiliates to intake consumer information from bulk mail sends, accept orders from

consumers who completed their incentive program, and to report on all activity.

Designed & developed web-based event registration systems for Mercedes and Volvo

including comprehensive reporting on system activity.

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Primary contact for Automotive Ride & Drive Marketing Campaigns.

ABC

May 2000 – April 2002

**Web Developer/Junior DBA**

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Designed and developed reporting system for use by 200+ customers to retrieve

analytical analysis of their bulk mail campaigns.

