RESUME

**Mark Diggens**

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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**

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

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

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pertinent information to new customers.

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

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Added custom encryption coding to SQL and ASP web applications.

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Designed custom applicant tracking ASP program for large client.

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

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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**

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

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Managed email marketing campaigns for Mighty Ducks of Anaheim to generate

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

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

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

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actions upon opening an email sent from the system.

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

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

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

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

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Developed web-based contest applications for various seasonal marketing

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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

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

Primary contact for Automotive Ride & Drive Marketing Campaigns.

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DBA SQL Server 7 & 2000.

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ABC

May 2002 – March 2003

**Contractor – Web Development**

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

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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

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including comprehensive reporting on system activity.

Primary contact for Automotive Ride & Drive Marketing Campaigns.

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ABC

May 2000 – April 2002

**Web Developer/Junior DBA**

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

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analytical analysis of their bulk mail campaigns.

Designed & developed sales reporting tool to analyze and present information about

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industry and client specific productivity of email marketing campaigns.

Engineered various email campaigns to provide comprehensive tracking.

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Primary contact for Automotive Ride & Drive Marketing Campaigns.

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Designed & developed time keeping/project tracking system for use by all employees.

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Junior DBA SQL Server 7/2000.

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**Technical:**

*Languages*: ASP, HTML, VBScript, JavaScript, VB, XML, PHP

*Databases*: SQL Server 6.5/7/2000, Oracle 9i, Access 97/2000

*Operating Systems*: Windows 98/2000/NT/XP/2003, UNIX, DOS

**Education:**

ABC

1996 - 1999

B.S. Business Administration

MINOR: American History

GPA: 4.66/6.0

Butte College, A.A.

1995 - 1996

**Training**

Project Management Professional, Project Management Institute, 2005

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Microsoft Visual Basic .NET, 2001

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Microsoft SQL Server Administration, 2000

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**Languages**

Fluent in Pashto, Urdu and French.

**Military Service**

FIRST LIEUTENANT, US Army, Vietnam theatre, 1966-1967