

Craig Clinton ITIL · MCSE · CCNA
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www.craigclinton.com

Over six years of IT management experience. A proven leader with 20 years of progressive IT experience. Designs, manages, and deploys projects that identify and reduce constraints, and add business value. Mentors and leads individuals to develop their careers as software engineers, network administrators, and help desk personnel. Has a passion to inspire, mentor, and build high performance teams and employ Information Technology to define and drive business improvement.

Key Skills

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|----------------------------------|-----------------------------|--------------------------|
| • IT Leadership | • Project Management | • Process Improvement |
| • Critical Thinking and Analysis | • HIPAA / HITECH Compliance | • Network Operations |
| • Telecommunications | • SEO/SEM, Web Development | • Training and Mentoring |
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Professional Experience

Leave of Absence - Full time caregiver during family illness, fully resolved. **5/2012 – 08/2014**

IT Director, Longevity Alliance, Inc. **2/2008 – 04/2012**

Built and led a great team of four individuals and managed the enterprise IT operations of a nation-wide insurance brokerage with 100 employees.

- Eliminated the cost and dependence on outside consultants and introduced iterative project planning and management to firm, enhanced firm's ability to effectively communicate business needs and designed projects that were successful, delivered on time and on budget
- Redesigned and consolidated firm's conflicting CRM tools and provided firm's first complete view of their sales cycle per client - from first contact through product fulfillment - making it possible to create accurate business analytics that provided deep insight into the entire sales cycle
- Migrated the firm's ad hoc business analysis and reporting responsibilities to the development team and created a set of accurate, vetted, and documented reports in SQL Reporting Services
- Reduced regulatory compliance and operational risk by creating, implementing and enforcing firm's Information Security and Disaster Recovery policies
- Managed ongoing redesign of customer facing websites to align them with design driven by competitive analysis and analytics. Created conversion pages optimized for lead generation. Built goals, funnels and KPIs using Google Analytics. Utilized CSS, JScript, JQuery, C#, PHP, Kentico
- Introduced SEO/SEM. Reduced cost and increased quantity of sales leads. Ranked customer facing websites using meta tags, long-tail and competitive analysis on relevant organic industry keywords. Exploited short-term market shifts with AdWords PPC campaigns. Utilized Moz, Spyfu, Wordtracker, Google Trends. Certified in Advanced SEM Strategies by Search Engine Academy Southwest
- Cut the cost of Telco support, local, long-distance, and network circuits 40% by renegotiating contracts and required that they expire concurrently, and terminate into month-to-month contracts instead of defaulting to evergreen renewals
- Managed diverse mix of technologies including Exchange 2007, Server 2008, CentOS 5, SQL Server 2008, VMWare ESXi, SharePoint 2010, ESET NOD32 Antivirus, Zixmail, Sonicwall Firewall / IPS, Mitel and Interactive Intelligence VoIP PBX, Jira, Vault, Splunk

Infrastructure Manager, Merchants Information Solutions, Inc. **9/2006 – 12/2007**

Managed the IT network operations of a nationally recognized provider of Identity Theft Protection, Recovery and Background Screening solutions.

- Reduced WAN costs by identifying data and voice services no longer in use, and successfully canceled these contracts or re-purposed them for new business opportunities
- Managed outside IT Services provider that was responsible for day-to-day network administration duties, and held them to contracted SLAs
- Designed new network infrastructure required to host two business acquisitions
- Managed technologies including Exchange 2003, Blackberry Enterprise Server, Server 2003, SQL Server 2000, Cisco ASA Firewall / IPS, Xiotech SAN, Brocade FC switch, Interactive Intelligence PBX

IT Manager, Isola Group, Inc.

1/2006 – 07/2006

Led a staff of five during a major corporate acquisition and managed the US IT operations of a Leading global motherboard laminate material sciences company.

- Migrated support for BAAN ERP system from outside management firm to staff DBA and successfully reduced costs and increased service levels
- Collaborated with global team to integrate IT infrastructure and services of a new acquisition

Sr. Network Administrator, Isola Group, Inc.

11/2003 – 12/2005

Managed US IT infrastructure and telecom, team leader to four help desk employees, last point of escalation for US IT network or helpdesk issues.

- Designed and implemented Lotus Domino 7.0.1 messaging infrastructure that replaced older Exchange 5.5 system with no loss of data or system downtime
- Migrated NT domain to Windows 2003 R2 Active Directory
- Designed and implemented the migration of US voice and data networks from AT&T to MCI/Verizon, and managed the Frame Relay WAN in US region

10/2001 – 10/2003: Small Business IT Consultant, Computer 911, Inc. – Provided Microsoft and Cisco solutions to business clients whose scale was not large enough to employ a full time engineer.

1999 – 2001: Small Business IT Consultant, BadgerClaw, Inc. – Provided Microsoft, Linux and Cisco solutions to business clients whose scale was not large enough to employ a full time engineer.

1994 – 1999: Technical Analyst / Team Lead, ARI Network Services, Inc – Team leader, trainer, and third level support engineer for staff of fifteen help desk employees.

1982 – 1994: President and Owner, National Coffee Service, Inc. – Small business entrepreneur led a team of ten individuals and responsible for all aspects of corporate management, sales, budgeting, financial planning, marketing and logistics.

Certifications:

ITIL 2011 Foundation #5139251.20310980

Advanced SEO/SEM Strategies Certificate, Search Engine Academy Southwest, 2008

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MCSE #1584930

Education: BA with Honors, Economics, University of Wisconsin, Milwaukee