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SUMMARY

Internet Technology Developer and Digital Marketing Project Liaison for Marketing Functions

ACCOMPLISHMENTS

Technology
- Over 10 years experience of both back-end and front-end internet technology(s) for Web Application Design & Development
- Strong Experience in executing web applications using Java Script, Jquery, PHP MVC Framework, HTML, HTML5, CSS 2/3 , XML, AJAX, JSON,PHP 4.x, PHP 5.x, Python, XHTML, and MySQL.. Newer technologies such as Node.js (NPM), JS dependency management – Working Knowledge on version control tools like GIT.
- Experience working with RESTFul Web Services (Data integration/ Migration)
- Optimizing site performance by leveraging content load with Async and server side caching
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Digital Marketing Project Liaison and Analysis
- Extensive experience in web site development with Content Management System such as Wordpress.
- Strong experience in different phases of Software Development Life cycle (SDLC) including Design, Implementation and Testing during the development of applications.
- Experienced working with Agile methodology of development and team collaboration
- Search Engine optimization (SEO) – Analytics tools (Google , Adobe-Omniture)
- Led implementation of email marketing strategy and systems for media and book publishing companies.
- Created intuitive Web Sales reports for Senior Management using multiple web traffic and campaign software tools to demonstrate Return on Investment (ROI)
- Implementation of call-to-action data capture for multiple tools (reporting execution) and analysis of calls-to-action (summary and goal setting) – Leveraged Tealium and proprietary tools
- Experience with working cross departmental operations (Marketing, Sales, IT, US/UK/Global colleagues, etc.) and third-party vendors

EXPERIENCE

Penguin Random House (a Bertelsmann Media company), New York, NY
2008-2016

<u>Position: Online Sales and Marketing, Online Project Execution, Web Developer</u>

**Developed content verticals via WordPress (PHP, SQL, APIs, JQuery, CSS,
HTML, JSON,
XML)
*Optimizing site performance by leveraging content load with Async and server
side caching
and working with JS Dependency Management
*Deployment of e-mail and search engine campaigns
*Creation and optimization of web pages/ web sites to obtain greater search
engine
visibility(Search Engine Optimization, SEO)
*Manage new online product development and/or design (Web Sites, Online
Promotions,
Online Features, Digital Marketing Analysis and Execution)
Digital Marketing Stakeholder

Cambridge University Press, New York, NY
2006-2008

<u>Position: Web Marketing, Web Development</u>

*Stakeholder on redesign of Academic web site project. Gather business rules
and use cases of functionality elements for the new web site - functional
requirement documentation.
*Implemented and led strategy for email marketing - led email marketing software
project (List
aggregation/management, email delivery, reporting)
*Implemented Web traffic analysis incorporating Google Analytics to determine
visits to books'
web pages
*Established project to gather customer information from multiple sources for
Sales&Marketing department
*Executed project for Search Engine Optimization (SEO) on web site

The Deal LLC (Thedeal.com), New York, NY
2000-2006

<u>Position:Web Producer/ Systems Analyst / Product Management</u>

*Web traffic analysis using InsightFirst and OpenAdStream (24/7) web analytics

to determine
advertisement and content placement on web site and blogs - to target the
business technology decision maker and corporate leader readership
*Lyris email marketing software implementation for company's email marketing
campaigns
*Created value added online database driven interfaces for publishing content
editorial
*Produced the company's Special Report Supplement on the web and lead
developer of database products.
*Assisting other Web channel producers to implement the company's newspaper
content &
original content on the web.
*Developing new news content on the company's web site
*Lead creator of company's two flagship database-driven products/projects to
target the business technology decision maker and corporate leader readership:

EDUCATION

- General Assembly - Data Science 2014/2015
- NYU-Project Management PMP preparation coursework
- NYU- Certificate of Internet Technologies,XML. Web services 1999-2000
- Computer Graphics, Adult Continuing Education Courses 1997