

**Molly A. Adams**

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(858)

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

**Summary:** Experienced manager with 9 years of experience in designing and developing database-driven web applications including deep experience with ASP and SQL Server.

**Experience:** Technical Difference October 2004 –  
Current

**Director of Web Applications Development**

- 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.
- 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.

Convergence Inc. LLC March 2003 –  
December 2004

**Senior Web Developer/DBA**

- 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.
- 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.
- 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.

2003 Avalon Digital Marketing Systems, Inc. May 2002 – March

**Contractor – Web Development**

- 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.
- Primary contact for Automotive Ride & Drive Marketing Campaigns.

Avalon Digital Marketing Systems, Inc. (European Division)  
May 2000 – April 2002

**Web Developer/Junior DBA**

- Designed and developed reporting system for use by 200+ customers to retrieve analytical analysis of their bulk mail campaigns.
- Designed & developed sales reporting tool to analyze and present information about industry and client specific productivity of email marketing campaigns.
- Engineered various email campaigns to provide comprehensive tracking.
- Primary contact for Automotive Ride & Drive Marketing Campaigns.
- Designed & developed time keeping/project tracking system for use by all employees.
- Junior DBA SQL Server 7/2000.

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**Strengths:** *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

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**Education:** California State University, Chico 1996 – 1999  
B.S. Business Administration  
MINOR: American History  
GPA: 3.66/4.0

Butte College, A.A. 1995 – 1996

**CLEARANCE**

Top Secret, expires 2007

**CERTIFICATIONS**

- September, 2001: Sun Secure Global Desktop (Tarantella) System Administration

**LANGUAGES**

Fluent in Pashto, Urdu and French.

**PROFESSIONAL AFFILIATIONS**

Member of the Association of Retired Military Document Examiners

**AWARDS**

Awarded Medal of Merit by the Royal Society of Forensics

**REFERENCES**

Babs Smith  
Manager, Somers Products, Inc.  
1234 Farmington Way  
Richmond, VA 46559  
845-876-0988  
[babs@somers.com](mailto:babs@somers.com)

**PATENTS**

George Doam and Neil Griffin, inventors, "Method and Apparatus for Removing Corn Kernels From Dentures", Patent 1,064,098.

**Speaking Engagements**

Main Speaker, AYA Forum, 2006

**Publications**

"The Way Home: How GPS Restored My Profits and Saved My Business Life",  
published in the *American Journal of the Lost And Clueless*, Volume 1, Number 4.

**Licenses**

Watergate Master Plumber, Lic. #2445

**Military Service**

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