

Aziz Ali

1690 William Dr, Romeoville IL 60446 • (630) 724.7322 • aziz.ali88@gmail.com

SUMMARY

Determined, diligent, entrepreneurial, strategic yet hands-on and results focused professional seeking an opportunity to utilize my talents, utilizing comprehensive knowledge and vast professional experience with a proven record of:

- People and project management - motivated self-starter with strong leadership and teamwork skills
- Productivity - results driven, hands-on, agile
- Commitment - high ethical standards, dedicated and loyal
- Working against the clock and performing under pressure
- Strong communication and presentation skills – experience in public speaking

PROFESSIONAL EXPERIENCE

CVS Health, Northbrook, IL

April 2014 - Current

Team Lead

- Developed Single-Page Application to integrate with clients systems
- Application was built with Angular JS, Bower, Grunt JS, Bootstraps, JQuery
- Integrated application with back-end systems via API

United Airlines, Chicago, IL

Jan 2013 - March 2014

Senior Web Developer (Contract)

- Developed Single-Page Application for United Airlines Agent Kiosks.
- Application was built with Knockout JS RequireJS, JQuery UI, and other front-end Javascript technologies.
- Integrated application with back-end systems via API

TE Connectivity/Tyco Electronics, Harrisburg, PA

Dec 2012 – Dec 2013

Senior Project Manager (eBusiness)

- Lead and build Teams on Strategic Projects
- Lead the TE.com **Responsive Design Implementation** across the entire TE web front (Dozens of applications were touched)
- Analyze requirements, Propose Solutions; Explore new technologies, domains and development opportunities.
- Build relationship with Business liaison for long-term productivity of Teams.
- Design and Develop and Devise Solutions to serve core customer needs
- Maintain and Support provided solutions. Train Team Members and Freshers.
- Audit Teams Performance and take corrective actions as per situation.
- Devise and mobilize Team improvement plans and monitor progress.
- Monitor and suggest improvement on Team's Client Communication etc
- Explore and suggest new Technologies, Domains, API for Development Projects

SGC Horizon, Arlington Heights, IL

May 2011 – Dec 2012

E - Marketing Manager / Web Content Management

- Responsible and accountable for all digital projects: Web/Mobile Development & digital marketing campaigns
- Co-Developed budget, scope(documentation), timeline, go-to-market strategy, research, and teams.
- Developed long-term sustainable business advantage –Technological, strategic and marketing focused
- Facilitated in the design, content development, and technological aspects of the implementation process
- Responsible for WOW Quality in every deliverable to executives and clients
- Mentored & coached team members on best practices on SEO, Usability/accessibility and systems thinking.
- Organized meetings to bring all stack-holders on the same page with the vision of the project, setting realistic expectations, eliminating all friction and providing regular updates and progress reports
- Constantly introduced new product and process ideas to maximize productivity and strategic advantage
- Saved the company \$100,000 by streamlining digital web and mobile projects
- Negotiated Vendor Contracts and played integral part in the implementation of the project.
- **Projects/Results produced**

- Launched 12 Websites and portals with CMS implementation
- Launched Groupon-style e-commerce website in a B2B niche space
- Launched 4 mobile apps.
- Project Managed **3 Responsive Web Design projects.**
- Managed, marketed and nurtured an email list of 3 million subscribers
- Increased Social media audience and presence by 1000% in 4 months
- Increased SEO traffic on 3 different website by 150% in 4 months.
- Fixed website link hierarchy/SILO, attracted min 20,000 inbound links, increased page rank
- Won 2 National Awards > “Best Portal Website Award”, and “Best Web Product Award”
- Ninja like business/marketing/technical problem solving skills
- Technical skills mostly used: WordPress, Drupal, PHP, Drupal, SEO, SEM, PPC/AdWords, Conversion Optimization, Social Media, UX/UI Design etc.

(Client: Navy SEALs) EDventure Partners Consulting Agency, Chicago IL

January 2011 – April 2011

Team Coordinator / Project Manager

- Coordinate and Mentored 6 teams/23 members with the objective of researching, marketing, designing, and implementing an actual marketing campaign to increase career consideration and awareness of Navy SEALs as a career
- Serve as a liaison between Navy SEALs/EdVenture Partner clients and the marketing teams: Research, Advertising, Published Reports, Public Relations, Finance and Campaign Strategy and Implementation
- Developed & Implemented an integrative marketing campaign that attracts target market with over 500 attendees & 1,000,000 impressions
- Campaign value generated an ROI of 3500% with over \$110,000 worth of value
- Utilizing multiple media vehicles such as print, radio, traditional, viral, guerilla and social media sites to create awareness of our campaign and increase attendance at our events
- Competed in a nationwide marketing competition and won 1st Place with a visit to SEAL Headquarters in CA

Adiz Interactive Agency, Romeoville, IL

January 2010 – December 2010

Co-Founder, Project Manager (Client Facing)

- Launched 4 Responsive Design Projects
- Managed all aspects of the project from idea to launch (Resource, budget and timeline)
- Acted as a consultant to clients, solving their business problem and recommending cutting edge solutions
- Coordinated a virtual team of 12 people in 3 countries
- Consulted with leading Google AdWords book author & Direct-response marketer and developed conversion strategy for e-commerce shopping cart & website portal
- Developed and launched 3 education products (2 in B2B Markets, and 1 in B2C)
- Promoted and generated additional revenue for clients using multiple online marketing strategies
- Created and implemented marketing campaigns to produce maximum target market exposure and lead generation
- Analyzed market competition and recommended strategic marketing campaigns for sustainable business growth
- Promoted brands such as Godaddy, Netflix, ClickBank, Blockbuster, Subway, Dish Network, Voyage, DirectTV
- Skills mostly used: WCM/CMS Implementation, Content Strategy, CRM, SEO, SEM, PPC/AdWords, Conversion, Office, Programing etc
See complete list below

Expose Web Marketing Agency LaGrange, IL

February 2006 – July 2010

Head of Web Development (Also Client Facing Project Manager)

- Managed all aspects of the project from idea to launch (Resource, budget and timeline)
- Served as a consultant/advisor to clients to device solutions and implement them as well
- Assisted in production: design concepts, layout, and implementation of projects
- Coordinated with team, clients and partners and consulted on web marketing and development projects

- Increased project turnover by 300%, therefore reducing cost and increasing profits by 20%
- Implemented strategies such as Batching, and Raw Templates to dramatically speed-up development and also standardized processes while adhering to with industry compliance standards
- Received 40% salary raise over the course of employment
- Skills mostly used: WCM/CMS Implementation, Content Strategy, SEO, SEM, PPC/AdWords, Conversion, Office, Programming etc
See complete list below

Cerebrum Technologies Karachi, Pakistan

November 2004 – March 2006

Lead Webmaster

- Design concepts, layout, implementation, distribution of work task; Coordinating and meeting with the clients (B2C) and businesses (B2B); supervising and interrogating new designers for hiring; supervised a team of 5
- Promoted to department leader within 4 months and secured 40% salary raise within 4 months of employment

EDUCATION & TRAINING

University of Illinois, Chicago

Major in Information Decision Systems

AWARDS & RECOGNITION

Best Portal Website Award – HousingZone.com (B2B Business Media)

Won the Best Portal Website award for several factors (content migration, UX/UI, CMS, Implementation etc.)

Jesse Neal Award – AppCenter

Created an AppCenter, similar to the Apple App Store, for the home construction professionals

ISEO - International Schools Educational Olympiad

Virtual Tour-Created a virtual tour of a school premise

National Fast PROCOM Software Competition

Secured 2nd Position-Created an interactive web based game using Flash ActionScript.

Recognized by Best Selling Author Perry Marshall, as outstanding Online Conversion Expert

SKILLS

- **Development Expertise:** Code Hacker, Linux, LAMP, HAML, HTML5, CSS3, LESS, SCSS, SaSS, Javascript/JQuery, CoffeeScript, WordPress, Drupal, Magento, Joomla, MySQL, PHP, Python, Ruby on Rails, Excel VBA, Java, JSP, Flash ActionScript, ASP, ASP.Net, Oracle, Customer Resource Management (CRM), Adobe CQ5, Content Management Systems (CMS), Ecommerce, Microsoft Excel Expert. PostgreSQL
- **Creative:** Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Flash, Dreamweaver
- **Marketing:** Copywriting, Neurolinguistic programing, Social Media Marketing, Search Engine Optimization (SEO), PPC Marketing, Affiliate Marketing, Email Marketing, Copywriting, Google Analytics, Google AdWords, Google AdSense, Google Website Optimizer, Google Webmaster Tools, User Behavior Study, Maps API, Facebook API, Keyword Research, Clicktale, KISSmetrics, Adobe Test and Target, Adobe SiteCatalyst