



Professional Summary & Objective

Every job is a self-portrait of the person who does it and I am one who strives to autograph my work with excellence. A highly motivated and creative professional with 15 years experience in business and information technology. Excellent communication, people, management, organizational, design, development, marketing, analytic & training skills. I seek to join a leading organization in a key role, with the opportunity to expand my abilities and share my experience.

Key Strengths / Major Capabilities

- Expertise in planning and executing strategic marketing campaigns online (web-based or static beginnings) via web, internet, email, etc., and to measure metrics & analytics to influence positive ROI
- Ability to manage, delegate, & train teams in various aspects of Internet / Online Marketing, including webmaster, developer, designer, producer, writer, etc. using state-of-the-art techniques, methods & trends.
- Mastery of written English communication, in a variety of styles, to accomplish different goals. From code to content, design to development, management & training to marketing & analytics, I've the resources and experience to be a success.
- Goal, achievement and result oriented; Able to see the "big picture", as well as having an eye for detail. Flexible & collaborative, but also able to delegate, & be self-managing.
- Innovation & Persistence; if I don't have the solution, I will find it or learn it.

Skills

Knowledge

- Online Marketing
- Viral Marketing, Tribal Marketing, etc.
- Campaign Management
- Project Management
- Vendor / Agency Management
- E-Commerce
- Audio and Video Production
- Web Development
- Web Design
- Domain Management and Registration
- Content Management
- Content Sourcing
- Content Syndication
- SEO(Search Engine Optimization)
- Analytics
- Change Management
- Usability, Standards, etc.

Software

- Microsoft Office
- Microsoft Works
- Microsoft Project
- Corel Office
- Corel Draw
- Microsoft FrontPage
- Macromedia Dreamweaver
- Adobe Photoshop
- Adobe ImageReady
- Macromedia Fireworks
- Adobe Acrobat / Distiller
- OS Commerce
- Plesk
- Web Trends
- Geeklog CMS
- Drupal CMS
- Movable Type CMS
- PHP Nuke CMS
- WordPress
- Handshakes Professional

Online Scripts / Software

- OS Commerce (7 installs)
- Plesk (3 managed servers)
- Geeklog CMS (20 + installs)
- Drupal CMS (2 installs)
- Movable Type CMS (2 installs)
- PHP Nuke CMS (3 installs)
- WordPress (1 install)
- Handshakes Professional (2 installs)

Languages

- HTML
- DHTML
- XHTML
- CSS
- JavaScript
- PHP
- RSS

Work Experience

Internet Entrepreneur 2005-present

Experience

- Creating, updating and maintaining multiple web sites;
- Web Programming, script installations;
- Designing graphics, logos and animation for websites;
- Collaboration with content providers;
- Overseeing and driving day-to-day website operations;
- Creating processes for posting content to the website;
- Ensuring web site quality, performance and reliability;
- Ability to work under pressure, and to consistently deliver projects on-time;

Kansas City, MO

Director of Operations July 2001 - June 2005 MoneyMattersNetwork, Inc.

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Telecommute - San Rafael, CA

Corporate Webmaster December 1998 - June 2001 Renaissance, Inc.

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Topeka, KS