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PROFILE

Over twelve years of experience in the web industry originated in a neighbor's den in 1996. There, a self-taught career was seeded and, ever since those humble beginnings, all of my advancements have been rooted in a passion for that interactive medium we now call "the cloud." Prodded forward by the challenge to learn, master and conquer the unknown, and founded in an affection for design, branding, user experience and a desire to push the envelope. Always positioning solutions before service, ROI before features, and intellect before impulse. I am driven by the challenge to leverage the web and its ever-evolving potential to push the limits of business.

When not absorbing all things digital, I enjoy an Irish Whiskey or a microbrew at the pub, snow skiing in the winter – wake boarding in the summer, and stand-up comedy all year round. I have been accused of having too broad of musical taste, being an audio/videophile, and being a movie snob. Other things close to my heart are minimalist design, modern architecture, thoughtful engineering, and, above all, my son Oliver.

EXPERIENCE

DIGITAL STRATEGIST / OWNER, VYROLOGY, 2009-PRESENT

Primarily focused on digital strategy and business market positioning consulting with an emphasis on the social web. Worked with notable brands to develop socially friendly offers for marketing campaigns. Launched the social media experiment BrandMyBMW in which I tracked the virility of Twitter and Facebook communications, establishing relationships with Internet celebrities such as Gary Vaynerchuk and Guy Kawasaki. Assisted an international missions organization in leveraging social media integrated applications to raise awareness of their efforts.

DIGITAL STRATEGIST / BUSINESS DEVELOPMENT, PONDRY, 2007-2009

Key asset in advancing Pondry from its meager self in 2007, guiding the company through a branding overhaul, increasing average project revenue by over 800%, staff growth of almost 50%, and yearly gross revenue increases of over 200%. Responsible for developing business-conscious digital strategy for clients in industries such as Public Works, Financial, Manufacturing, Video Game, Fashion, Agriculture, Energy and others. Daily diet consisted of custom social networks, mobile applications, intranet/ERP, community management, marketing websites, microsites, and more.

OWNER, REV/ALT, 2007

Developed, created and piloted an independent music CD subscription service to capitalize on the rise of MySpace and its influence on the indie music scene. Development of e-commerce web presence, creation of packaging and fulfillment systems for product, managed online marketing campaigns, organized and marketed promotional concert events, worked with retailers for in-store product placement. Custom social network developed to build a user data repository to be used for marketing and tour planning efforts. Primary marketing venue was social media networks.

OWNER, ZESTY MEDIA, 2005-2007

Founded and managed a small web/graphic design and marketing company. Day to day activities included business operations, sales, project management, project development, coordination and management of subcontractors, and vendors. Work primarily consisted of developing interactive, large-scale direct mail campaigns by enriching them with digital response channels then tracking, analyzes and reporting response rate and conversions.

DIGITAL STRATEGIST, DUSKIN DIRECT MARKETING, 2001-2005

Digital strategy development of several internal and external projects for an aggressive direct marketing firm.

IPBN

Strategic planning and development and oversight/management of development of a national online pharmacy portal consisting of a e-commerce platform and turnkey written and video content delivery system.

NET X STUDIOS

Interactive video production studio facility planning and buildout. Operated and managed all aspects of the production and delivery process. Proved business concept then executed a fully funded four million dollar studio build out.

MONEYPLUS

Complex e-commerce website and offline sales application development for prepaid debit MasterCard card. Development of secure communication financial transaction system. Intelligent sales model and fee distribution.

PLATINUM SAVINGS

High volume e-commerce site strategy, design, development, and management that sold monthly subscriptions to the Entertainment Coupon database, allowing of coupon printing directly from the browser. Worked with several value-added benefits organizations and HR departments to integrate the platform into their offerings.

WEB STRATEGIST / PROJECT MANAGER, MORPHEUS, INC., 1999-2000

Worked with various organizations in developing conscious web strategy at the end of the dot com bubble. Leveraged emerging server-side technologies to streamline business operations of several clients in the manufacturing and real estate industries. Responsible for interfacing directly with clients on all matters, developing big picture strategy, and front end design.

FREELANCE, 1998-1999

Assisted an East Coast agency during the dot com bubble to bring fresh web ideas, initiatives and execution to their clients' campaigns. Developed advanced web presences for a notable Alaskan auto dealership to facilitate and grow their business in the fractured, ferry-connect market. Interfaced directly clients and agencies, developed web applications on Microsoft technologies, front end design work, on-site training and ongoing support of clients' assets.

SKILLS

My diverse background of digital business development and aggressive, entrepreneurial spirit have equipped me with a unique skill set that can conquer any challenge.

- Refined Presentation & Communication Skills – Client / Executive friendly
- Management Experience – Responsible, Accountable & Loyal
- Eye For Design, User Experience, Branding & Communicative Arts
- Beyond-Firm Grasp & Understanding of End-To-End Web Development
- On and Offline Marketing Knowledge of Large-scale Campaigns / Analytic Systems and Testing Matrixes
- Social Media Aficionado & Pioneer
- Credit Card Processing, EFT & ACH Knowledge
- Fluent in "Computer" (And Apple Biased)
- Rapid Prototyping – Read/Write/Comprehend CSS/XHTML/JS/PHP/ASP.NET/SQL
- Understanding of Web Standards, Accessibility & Localization
- Broad Software Expertise (Office, Web, Design, Video, Layout, CRM)

REFERENCES

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