

MARKETING STRATEGIST / WEB DEVELOPER

Award-winning Marketing Team Leader and Website Designer with years of experience in internet marketing, marketing research and production. Certified project manager, adept competitor analyst and process efficiency engineer. Creative collateral innovator, artistic web designer and quality content manager with extensive skills at strategic planning. Proven ability to leverage creative solutions for business results. Analytical troubleshooter and problem solver with exceptional interpersonal skills.

- ◆ Strategic Consulting
- ◆ Marketing Campaigns
- ◆ Sales Training/Product Launch
- ◆ Search Engine Optimization
- ◆ Web/New Media Development
- ◆ Internet Resource Development
- ◆ Data Mining
- ◆ Needs Analysis
- ◆ Segment Marketing

CAREER ACCOMPLISHMENTS

Internet Sales Campaigns: Created and launched highly successful marketing projects: At *Center for Human Reproduction* doubled new patient registrations in six months; at *Lucent/Bell Labs* drove sales above \$1B.

Product / Organizational Site: Managed product and organizational web sites including the product catalog with content personalized and distributed to the non-registered, registered customer, sales team, and distributor portals.

Strategic Planning: Instrumental in implementing/managing/guiding Strategic Plan Development seminars for corporate, product, marketing, and development teams in creating, implementing, and managing business strategies for revenue growth and team productivity; built teams with internal, partner, and vendor members.

TECHNICAL SKILLS

<u>Technologies:</u>	Linux & Microsoft hardware/software, peer-to-peer, third party applications, open source applications, New Media concepts, SEO (search engine optimization), shopping carts, interactive newsletters, Flash WebPages, internal/customer web design
<u>Website Metrics:</u>	SEO value, Keyword Analysis, Title/Meta Tags, Rankings/Traffic Reach, Usability, Navigation, Site Flow, Content Consistency, Social Media, Link Strategy/Link Analysis
<u>Web Technologies:</u>	HTML, XHTML, XML, QUARK, Flash, MySQL, PHP, JavaScript, VBScript, ASP, CSS
<u>Hosted Applications:</u>	Microsoft Exchange, Donor Profile, Artist Locator, Club Locator, Blogs, Forums, Website Analytics, Physician Locator, Ad Words, CSS Validator
<u>Development Applications:</u>	Dreamweaver, Photoshop, ColdFusion, PhpMyAdmin, C-Panel

PROFESSIONAL EXPERIENCE

BUSIMED, Chicago, IL 2004-Present
CEO

Consult and advise on technology and new media/Internet/Intranet web development and management; manage website design and internet marketing strategies for new businesses targeting business to consumer market; provide SEO and Data Mining expertise.

- Collaborate with marketing, design, and technical groups to establish website roadmap; evaluate guidelines, develop concepts, create project plans, and determine technical architecture.
- Conduct competitive and segment analysis and initiate retention management practices.
- Manage development process and QA testing and ensure ongoing maintenance is in place; evaluate site content for SEO value such as keyword content and title / meta tags.
- Produce or assist with production of internet-ready material including internet imagery, web-friendly graphic design concepts, and HTML document conversion.
- Negotiate complex contracts and special terms, direct internal web-based business application programming; track invoices and payments and resolve issues; manage and monitor vendors
- Create and launch focused marketing campaigns; build and manage client websites and marketing efforts; design and customize new or existing websites to facilitate usability and enhance market presence.
- Develop and deliver Traffic and Competitive Analysis reports on a formal, ongoing basis.

- CENTER FOR HUMAN REPRODUCTION, Chicago, IL 2003-2004
Vice President, Business Development
Oversaw Marketing and IT staff for 2 locations, comprising 10 staff members. Developed, launched and managed Segment Marketing campaigns and quarterly Grand Round event.
- Doubled monthly New Patients Registrations over a 6-month span with strategic and precision marketing.
 - Launched five business entities and two new practice locations for a \$4M Medical practice.
 - Managed Egg Donor/Recipient Matching Programs.
 - Launched and managed quarterly newsletter.
- THIRD COAST NETWORK, Chicago, IL 2001-2003
Marketing Director
Managed internal and customer SEO Programs.
- Developed and launched SEO campaigns and monthly newsletters.
 - Built internal and customer static and dynamic websites; provided ongoing support and management.
 - Launched and managed monthly newsletter for ISP customer base.
 - Developed and launched Spam/Virus protection.
- LUCENT/BELL LABS, Lisle, IL 1998-2001
Marketing Communications Manager
Oversaw *lucent.com* customer/distributor/sales portal product content for a \$1B annual business.
- Increased web sales to \$1B over 2 years.
 - Collaborated on portal and internet content management tool that reduced costs by \$1M.
 - Managed nine webmasters serving global customers.
 - Managed Corporate Interactive Daily Market Watch newsletter.
- LUCENT TECHNOLOGIES, Lisle, IL 1997-1998
Business Development Manager
Orchestrated, managed and facilitated Product, Marketing and R&D teams strategic development sessions.
- Built requirements for web-based strategy development tool.
 - Developed cross-business switching total addressable market forecast for effective sales team deployment
 - Conducted International Strategic Marketing penetration sessions to efficiently focus resources
- AT&T-NS, Naperville, IL 1983-1997
Senior Product Manager
Managed and expanded IN Service Node Offer and Voice-Activated Dialing and chaired AT&T Intelligent Network sales training seminars; built Unified Messaging/Remote Access Server business cases.
- Kennedy Industries, Bridgeport, CT 1979-1983
Marketing and Plant Manager
Responsible for developing and implementing Marketing Campaigns so there was no downtime for over 350 clients and managing workshop and warehouse staff of 30. While in this position wrote and published MBA Thesis in 1982 titled: "Strategic Marketing of a Rehabilitation Workshop".
- Association for the Blind, Newtown, PA 1974-1979
Marketing Manager
Developed and implemented Marketing Campaigns to keep over 125 Clients productively and efficiently employed.

EDUCATION AND TRAINING

NORTHWESTERN UNIVERSITY, Evanston, IL

Master of Science, Communication Science

UNIVERSITY OF BRIDGEPORT, Bridgeport, CT

Master of Business Administration, Marketing

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

Coursework for MBA Marketing

LASALLE UNIVERSITY, Philadelphia, PA

Bachelor of Arts, English Literature

SAMPLE WEBSITES

<http://centerforhumanreprod.com>

<http://ivf.co>

<https://theeggdonor.com>

<http://jgairguns.biz/>

<http://theplayground.com>

<https://www.magicmondayla.com/>

<https://att.com>

<https://www.infertilityhr.com/>

<https://educationrights.com/>

<https://keithweidner.net>

<http://theomgprep.com>