

**EXPERIENCE****E. PHILP SAUNDERS COLLEGE OF BUSINESS AT RIT**

[saunders.rit.edu]

**Web/Database Specialist**

January 2006 – Present

**Marketing:** Assist, prepare and provide statistics and analytics for marketing directors in online marketing campaigns.**Creative:** Create content for all Saunders College Web sites and various departmental project sites**SysAdmin:** Administer Web, email, database servers; responsible for external and internal Web sites, mail servers, SQL databases**Managerial:** Responsible for managing one student employee.**CORPORATE COMMUNICATIONS, Inc.**

[www.corporatecomm.com]

**Web/Search “Marketeer”**

January 2005 – December 2006

**Marketing:** Created Search Engine Marketing program and service offerings ... Performed all Search Engine Optimization (SEO), Pay-Per-Click (PPC) and performance monitoring of Web sites and Internet marketing campaigns for clients and in-house... Responsible for generating new sales leads and new sales.**Creative:** Created content from designers’ renditions for clients using HTML and PHP and a MySQL back-end.**SysAdmin:** Administered and co-administered all Web, Email, DNS and Windows file servers and services.**Managerial:** Project management of contracted jobs; scheduled tasks of design and development team members.**NEW YORK WEB WORKS**

[www.nywebworks.com]

**OWNER/OPERATOR**

April 1997 – December 2004

**Marketing:** Responsible for corporate identity and branding... Created and produced all corporate marketing materials... Established partnerships with Microsoft’s Web Presence Provider and Web Presence Developer programs... Responsible for all new lead generation and sales... Responsible for merger with Corporate Communications.**Creative:** Performed Web site design and development services for client sites (all graphics, multimedia, HTML, Perl, PHP and CGI)... Hired and managed a small team of subcontractors during client Web site development.**Technical:** Administered all Web, Email, DNS, file servers and desktop workstations.**Managerial:** Responsible for all day-to-day business operations, project management, hiring and managing of per-job sub-contracted staff.**VIVANET, INC. / AFTER FIVE TECHNOLOGY**

[sites no longer available]

**WEBMASTER, SALES SUPPORT MANAGER**

May1996 – May 1997

**Marketing:** Responsible for all commercial Web development sales (VivaNET)... Responsible for Rochester-area corporate sales and assigning new leads to Rochester-area sales representatives (After Five Technology)... Provided technical sales support for “franchise” owners (VivaNET) and for Rochester-area sales personnel (After Five Technology).**Creative:** Performed all Web site design and development services for client sites... created all Web content for VivaNET and its clients.**Technical:** Administered all Web and DNS servers.**TECHNICAL LEARNING RESOURCES**

[www.tlr-inc.com]

**CONTRACT TECHNICAL WRITER**

February 1994 – March 1996

**Creative/Instructional:** Authored and/or co-authored computer software instructional manuals including example scenarios and lesson material ... Performed page layout duties including screen capturing and desktop publishing ... Updated existing courseware to reflect software package upgrades ... Developed and edited proprietary systems documentation.**Marketing:** Created initial corporate Web presence.

**AREAS OF EXPERTISE**

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- Database concepts
- Database design
- Desktop Application Software
- Marketing: Graphic Design
- Marketing: Internet
- Marketing: Search Engine
- Programming: Hypertext and Extensible Markup Languages
- Programming: Web Scripting Languages
- Linux, UNIX server administration
- Web site design, development
- Web site performance monitoring

**RELEVANT SKILLS**

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- OS:** UNIX (BSD, and various Linux flavors); Windows, Windows server; MacOS; VMWare ESXi
- Software:** Microsoft Office System and add-ons, Adobe Creative Suite, Various financial software and numerous Internet clients (SSH, HTTP, HTTPS, SMTP, POP, IMAP, FTP, DNS, SMB, etc.)
- Languages:** PHP, Perl, UNIX Shell scripting, Java, JavaScript; familiarity with ASP (VB Script) and C++
- Marketing:** Search Engine Optimization ... Pay-per-click/Paid inclusion ... Market segmenting and targeting ... Ad design (print and online) ... Web analytics ... Profiling Web site visitors ... Tracking ad campaign results.
- Personal:** Substantial customer service-oriented background ... Solid understanding of end user needs ... Strong knowledge of deadlines ... Formal training in American Sign Language ... Quick learner

**AWARDS**

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- RIT Staff Excellence Awards Nominee, June 2007
- Certificate of Appreciation – RIT/ACUS Help Desk Dedication, April 1993
- RIT Outstanding Student Volunteer, May 1992

**PUBLICATIONS**

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## Instructional Textbooks:

- Sole Author – *Netscape Communicator 4.0, Participant Manual*, September 1998 (SVI, La Jolla, CA)
- Contributing Author – *Get Going With Microsoft Excel 5.0 for Windows*, May 1997 (TLR, Rochester, NY)
- Contributing Author – *Get Going With Quicken 5*, August 1996 (TLR, Rochester, NY)
- Contributing Author – *QuickBooks In the Classroom for Windows 4.0 Student Edition*, July 1996 (TLR, Rochester, NY)
- Contributing Author – *QuickBooks In the Classroom for Windows 4.0 Instructor Edition*, July 1996 (TLR, Rochester, NY)
- Primary Author – *Get Going With Microsoft Money 4.0 for Windows 95*, May 1996 (TLR, Rochester, NY)
- Contributing Author – *Quicken In the Classroom for Windows 5.0 Student Edition*, March 1996 (TLR, Rochester, NY)
- Contributing Author – *Quicken In the Classroom for Windows 5.0 Instructor Edition*, March 1996 (TLR, Rochester, NY)
- Primary Author – *Get Going With Microsoft Publisher 3.0 for Windows 95*, April 1996 (TLR, Rochester, NY)
- Sole Author – *Get Going With Microsoft Money 3.0*, May 1994 (TLR, Rochester, NY)
- Sole Author – *Introduction to WordPerfect 6.0 for DOS*, September 1993 (Computer Confidence, Rochester, NY)

**COMMITTEES / ACTIVITIES**

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- Saunders College of Business E-Communications Committee, January 2005-present
- Radio Host of Rochester Rhinos Pre-Game and Post-game shows, 2001, 2005
- Guest panelist on 756-TALK, local live-TV Computer talk/support show, November 2001
- Communications Director – The Safari (Rochester Rhinos Fan Club),
- Editor-in-chief, RIT Faculty and Staff Newsletter, Academic year 1993-94