

**QUALIFICATIONS**

Innovative, dynamic senior Internet development and marketing pro. Nine years experience managing e-commerce and content delivery projects costing up to \$1 million, including complete overhaul of LastMinuteTravel.com. Superior design, programming, analytical, marketing planning, and client service skills. Self-starter able to work highly effectively individually or as team member. Thrives in pressure-filled, deadline situations. Willing to travel.

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**PROFESSIONAL EXPERIENCE****SR. WEB DESIGNER & PROJECT MANAGER**

2006 - Present

**SmartSearch Marketing**, Boulder, Colorado

- Specializing in online behavior, website usability, and conversion analytics to drive leads, sales, and grow client's bottom-line. Designed and created marketing campaigns for Fortune 2000 companies.
- Deployed rapid iterative A/B and Multivariate design testing on landing pages synced with 100k+/month paid search budgets.

**VICE PRESIDENT OF PRODUCTION**

2004 - 2006

**TopSite**, Orlando, Florida

- Designed, redesigned and developed more than 30 sites ranging from a few pages to 5,000 pages, including Palm Casual, taking site from launch to \$1.2 million in annual sales in only two years.
- Manage all online marketing activities for company's affiliated sites, including search engine optimization, paid search engine marketing, conversion tracking, and marketing analytics.

**ONLINE MARKETING MANAGER**

2003 - 2004

**Tourico Holiday Flights**, Orlando, Florida

- Redesigned and supervised rebuild of top travel site LastMinuteTravel.com following purchase by Tourico.
- Structured highly successful, comprehensive Web advertising campaigns for LastMinuteTravel.com and other affiliate sites utilizing full-cycle SEO and PPC development, opt-in e-mail campaigns, newsletters, viral and affiliate marketing.
- Used sophisticated analytic software to track results of individual marketing campaigns, leading to substantial increases in ROIs.

**MANAGER OF WEB DEVELOPMENT AND DESIGN**

2002 - 2003

**Hotel Distribution Network**, Sanford, Florida

- Cut content management costs by over 70% by designing and building Content Management System that enabled centralized updating and control of all company-owned sites.
  - Achieved consistent Top-10 placements on Google and Yahoo for company's local hotel sites.
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**TECHNICAL SKILLS**

**Software:** Photoshop, Illustrator, Dreamweaver, Flash, Image Ready, Premier, After Effects, Macromedia Director, Microsoft Office, Omniture Site Catalyst, WebTrends, ClickTracks, Analytics

**Programming:** HTML, Advanced CSS, ASP, JavaScript, and .NET (basic), XML

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**EDUCATION****BACHELOR OF SCIENCE IN MULTI-MEDIA, WEB DESIGN AND DEVELOPMENT**, June 2002**The Art Institute of Fort Lauderdale**, Fort Lauderdale, Florida

- Cum Laude, Best Portfolio Award (2002), Elected Head of Design Honors Class (2002)
- Active member of Alumni Advisory Board