

## **SUMMARY:**

Over fifteen years of progressive experience in digital marketing, product management, interaction design and user experience design with a broad UX skill set based on working as a web and mobile developer, with a strong focus on front-end development. Accomplished at creative (graphic design, copywriting/editing), website operations, digital platform management and collaborating effectively with clients, stakeholders and vendors.

## **AREAS OF EXPERTISE INCLUDE:**

- > Digital Marketing
- > Product Management
- > Marketing Automation
- > Website Design & Development
- > eCommerce
- > Email Marketing
- > Conversion Rate Optimization
- > Search Engine Marketing
- > Customer Relationship Management
- > Social Media Marketing
- > Web Analytics and Reporting
- > Project Management

## **CORE COMPETENCIES:**

- ◆ TECHNOLOGY LEADERSHIP
- ◆ OPERATIONS & INFRASTRUCTURE
- ◆ DEVELOPING DIGITAL STRATEGY
- ◆ TECHNOLOGY INTEGRATION
- ◆ JUDGEMENT & PROBLEM SOLVING
- ◆ STRATEGIC BUSINESS PLANNER

## **MARKETING SKILLS:**

Brand Identity, Business Development, Digital Asset Management, Marketing Research, Media Planning & Buying, Mobile Advertising, Podcasting, Search Advertising, Social Media Advertising, Strategic Planning, Technology Implementation, Video Production

## **UX DESIGNER SKILLS:**

A/B User Testing and Analysis, Agile and Lean Methodology in UX/Design, Card Sorting, Competitive Evaluation, Concept Modeling, Contextual Inquiry, Diagramming, Flow Charts and Task Flows, Heuristic Evaluation, Hi and Low Fidelity Wireframes, Information Architecture (IA), Interaction Design, Interactive Prototyping, Mobile UX with Responsive Design, Mockups, Persona Creation, UX Specifications, Sitemaps, Strategy Development, Stakeholder Interviewing, Storyboards, Surveying, Taxonomies, UI Design, Usability Protocols, User-Centered Design (UDC) Approach, Visual Design and Design Patterns, Web Development, Website Analytics

## **TECHNICAL PROFICIENCIES:**

- ★ Programming: (X)HTML, HTML5, CSS3, JavaScript & jQuery, PHP & MySQL, Python
- ★ Design & Publishing: *Graphic Design*: Adobe CS2/CS3 Photoshop, Illustrator, InDesign, Acrobat  
*UX Design & Prototyping*: Adobe XD, Avocode, Axure, Balsamiq, Figma, Omnigraffle, Sketch, Zeplin
- ★ CMS, Blogs & Forums: Joomla, Drupal, WordPress, ExpressionEngine, Movable Type, b2evolution, phpBB, vBulletin
- ★ Email Marketing: MailChimp, Mandrill, ExactTarget, Constant Contact, Responsys
- ★ Web Analytics: Adobe Analytics; Omniture; ClickTale; ClickTracks; Google Analytics
- ★ Search Engine Marketing: Adobe Search Center, Adobe Media Optimizer and Adobe Target; Google AdWords; Yahoo!Search Marketing, Live Search Advertising, Doubleclick, b5media
- ★ Product Management: Aha!, Asana, Confluence, Jira, Wrike
- ★ CRM: Act-On, Hubspot, OpenLeads, SalesForce.com, SugarCRM, Vtiger CRM

## **PROFESSIONAL EXPERIENCE:**

**2000 — Present The3rdParty.co, Digital Agency, Managed Services Provider | Co-Founder, Managing Partner**

Providing online business services, web development & hosting with an emphasis on interactive UI, web accessibility and UX architecture, web-based applications including e-commerce with CRM platforms, graphic, multimedia, AR/VR/MR design & Audio/Video production. Advising clients on digital marketing, product management, user experience and business strategies to improve customer acquisition, conversion and retention rates. See: [The3rdParty.co](http://The3rdParty.co)

**Dec. 2016 — Present CCLAC, Inc. | CTO, Executive Director / Full Stack Developer, Data Scientist, CyberSecurity Researcher**

Executive in charge of Technology, Instructional System Design, Data and Security for all CCLAC Web-based Apps & Programs, Advisory Board Member, and IT Development Project Leader for Generations Communication Centers (GCC). Creator and Lead Developer of [incubator.org](http://incubator.org) Educational Online Community platform. This innovative communications portal and research tool will serve as a hub of the GCC community network and provide the world's largest source of qualitative data about the success of intergenerational interactions.

**Sep. 2017 — Mar. 2018 Intuit | Content Developer, Writer/Editor**

Member of TURBOTAX Care Content Experience team responsible for all customer facing content, including Instant Answers, Care Point-of-Need, FAQs, Pre-Search Links as seen in Mobile App, Mobile Web, TurboTaxOnline, AnswerXchange, Desktop/CD Download.