

# ADAM FIALKOV

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**Online Business Development • Project Management (PMP) • Website Marketing • Interactive Design**

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## PROFESSIONAL EXPERIENCE

CSK AUTO – Phoenix, AZ

June 2003 – February 2009

### **Sr. Web Producer/Analyst**

*UI Design/Prototyping, Project Management, Website Production, Promotional Graphic Design, Application Design*

- Acted as lead usability consultant and IT/Marketing Department liaison for internal applications and online marketing campaigns.
- Performed website management, design, development, and maintenance for multiple cobranded e-commerce websites.
- Designed and programmed front-end for browser-based electronic auto parts lookup system for use in over 1300 retail locations.

WARNER MUSIC GROUP – Burbank, CA

March 2002 – April 2003

### **Technical Lead / IT Liaison to Record Labels (Consultant)**

*Project/Team Management, UI Design/Prototyping, Website Production, Technical Writing, Intranet/Application Design*

- Supervised programmers and ascertained technical requirements for the development of rich-media album promotion websites.
- Conceived and incorporated project management procedures for standardizing IT task requests and feedback loops.
- Created knowledge management system and UI components for JSP CMS that automated website construction for new artists.

DINAN & COMPANY, L.L.C. – Phoenix, AZ

June 2001 – February 2002

### **Online Business Development Consultant**

*E-Business Development, Virtual Team Management, Website Production, HTML Email Design/Development/Deployment*

- Designed, developed, and promoted subsidiary online business offering merger and acquisition opportunities to existing clientele.
- Completed redesign of existing corporate website; improving aesthetics, usability, scalability, and information architecture.

FIRETAP COMMUNICATIONS – Scottsdale, AZ

December 2000 – June 2001

### **Web Project Specialist**

*Managed Outsourced Labor, UI Design/Prototyping, Website Production, E-Mail/Affiliate Marketing, Windows Application Customization*

- Coordinated with partners and real estate organizations to promote company services online and effect sales through affiliates.
- Redesigned corporate website and produced an interactive kiosk application displayed at national real estate trade shows.

NETWORQ, INC. – New York, NY

August 1998 – October 2000

### **VP – Project Development**

*Team/Account Management, Proposal Writing, Business Planning, Website Production, Operations Support, Search Engine Marketing*

- Collaborated on business planning, prototype development, and funding acquisition for numerous online business concepts.
- Developed agile project management procedures to streamline web development operations in a fast-paced startup environment.

CYBERSCOPE, INC. – Old Bethpage, NY

May 1996 – July 1998

### **Senior Web Developer / Operations Manager**

*Website Production, Client Training/Mentoring, Graphic Design, Product Photography, Search Engine Marketing*

- Designed and developed websites for small businesses and trained clients in e-commerce, basic HTML, and online marketing.

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## EDUCATION AND CREDENTIALS

ARIZONA STATE UNIVERSITY, Tempe, AZ

Master of Science in Information Management

Bachelor of Science in Graphic Information Technology

### **Professional Development & Continuing Education**

Certified Project Management Professional (PMP)

Adobe/Macromedia/Microsoft/PMI Authorized Training - Illustrator, Flash, Expressions, Project Management

Graduate coursework – Business Intelligence, Business Process Reengineering, Knowledge Management

Usability Seminars – Construx, Nielsen Norman Group

### **Technical Skills & Software Expertise**

OSX/Windows, Photoshop, Illustrator, Dreamweaver, Flash, Office, Expressions, XHTML/HTML, CSS, JavaScript, ASP, PHP