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**Online Business Development • Project Management (PMP) • UX Management**

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## PROFESSIONAL EXPERIENCE

STONE AGE FARMACY – Long Beach, CA / Remote September 2014 – Present

### Director of Marketing & Technology

*Business Development, Operations, Sales, & Project Management, Website/Email/SMS Marketing*

- Oversaw expansion of nascent delivery operation, reaching three locations and supervising over forty employees at its peak.
- Directed all technical initiatives, including website management and enterprise software procurement, deployment, and training.
- Conducted marketing campaigns driving online and retail sales through sponsored events, bulk email, SEO, social media, and MMS.

MAJOR LEAGUE BASEBALL – Phoenix, AZ / New York, NY April 2009 – September 2014

### Marketing Producer

*Web Project Management, Front-end Website Design & Production, Interactive Marketing*

- Coordinated design, multimedia, sponsorship, and technical production resources to execute online marketing strategies for MLB clubs.
- Presided over transition to ADA-compliant codebase at oaklandathletics.com, including interface enhancements driving online ticket sales.

CSK / O'REILLY AUTO PARTS – Phoenix, AZ June 2003 – March 2009

### Sr. Web Producer/Analyst

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

- Acted as primary liaison to marketing department, advancing primary goal of supplanting retail with online sales wherever possible.
- Managed design & implementation of front-end UI for browser-based auto parts look-up system for 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.

DINAN & COMPANY, LLC. – Phoenix, AZ June 2001 – February 2002

### Online Business Development Consultant

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

- Designed and developed Mergerlink.com, showcasing merger/acquisition opportunities to principal investors.
- Rebuilt corporate website to accommodate additional content, improve usability, and strengthen brand identity.

FIRETAP COMMUNICATIONS – Scottsdale, AZ August 1999 – July 2000

### 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 drive sales through affiliates.
- Redesigned corporate website and produced interactive kiosk applications displayed at national real estate trade shows.

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## EDUCATION AND CREDENTIALS

ARIZONA STATE UNIVERSITY, Tempe, AZ

Master of Science, Information Management

Bachelor of Science, Graphic Information Technology

### Professional Development & Continuing Education

Certified Project Management Professional (PMP)

Adobe/Macromedia/Nielsen Norman Group/PMI Authorized Training – Illustrator, Flash, Usability, Project Management

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

### Technical Skills & Software Expertise

OSX/Windows, Adobe Creative Suite, Microsoft Office, JIRA, WIKI, WordPress, CMS, XHTML, CSS, JavaScript, PHP, JSP