

CAREER HIGHLIGHTS:

Senior Web Professional with 13 years experience working on professional web sites and large-scale web software applications. I'm the person who bridges the gap between Business and IT. I'm looking for career opportunities that allow me to utilize my business, technical and creative knowledge to drive web & software application projects.

- Certified Project Management Professional (PMP) with experience managing projects for professional Web sites and software applications through the full software development lifecycle (SDLC).
- Managed an engineering rebuild of REALTOR.com Web site from classic ASP to a .NET code base, and related program to build a (SOA) of shared web services for Move.com Internet properties.
- Senior Product Manager on the "MyLiveNation" web application; created product specifications for user registration, email alerts, and personalized concert calendar based on artist and venue preferences.
- Directed development, testing and deployment for an Ecommerce Web site for major US cosmetics manufacturer.

PROFESSIONAL EXPERIENCE:

Manager Online Services

Faye, Pollack & Associates, Inc.

Sept. 2008 - June 2009

- Provided expert guidance & support for clients and development teams to create new Web sites or improve their existing websites. Analyzed new opportunities to improve and enhance clients' and employers' websites.
- Managed client relationships and provided technical support for all web based systems. Managed the full development lifecycle behalf of clients including scope, budget and schedule.
- Identified and developed RFP proposals and cost estimates for projects of all sizes. Educated clients on web functionality and risks and dependencies of scope changes.
- Directed user interface design, and created site structure information architecture diagrams for project. Assured quality of all project deliverables including cross browser testing and bug tracking and issue resolution.
- Managed requests for client Web site maintenance offering ongoing comprehensive support to clients after projects were completed.
- Facilitated the setup of web hosting and domain registration on behalf of clients.
- Successfully completed redesign and rebuild of company Web site (www.fpainc.com) built on content management platform, Ektron CMS400.net.
- Directed project development and testing for Ecommerce Web site for Cosmetics Manufacturer created on ASPdotNetStorefront platform. Trained content manager and established product fulfillment processes for cosmetics purchased via the Web site. (www.milanicosmetics.com).

Senior Web Project Manager

Lynda.com

Jan. 2008 - Aug. 2008

- Managed the Web Project Portfolio for all Lynda.com consumer and administrative Web site projects. Worked with the executive team to rank project priorities, capture project requirements, and lead requirements gathering meetings.
- Analyzed existing administrative web applications and produced project specifications for offshore development team. Delivered weekly project level status to executive team for all Lynda.com projects.
- Created a web project workflow and project development lifecycle for product, sales and marketing projects. Designed a Project Brief document template for the project stakeholders to use to initiate projects with the Web team.
- Managed analysis and implementation of a new Email Marketing system, Exact Target.
- Managed implementation of Omniture web analytics tool on Lynda.com. Worked with business and web development teams to identify and track page performance metrics.

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Senior Product Manager - Global Digital

Contract - April 2007 - Dec. 2007

Live Nation

- Defined product functional requirements and managed implementation of user registration, content management, search engine, and data aggregation systems for the LiveNation.com Web site.
- Lead effort to organize and document system architecture of custom Content Management System. Organized the CMS system operations including product bugs and enhancements, project roadmap. Traveled to Europe for global requirements gathering and to work with overseas project stakeholders.
- Analyzed back-end data flow for all inbound data feeds and created visual diagrams to illustrate data flow architecture. Managed project roadmap for all data capture and data optimization initiatives.
- Created detailed functional requirements, user navigation flows, use cases, page wireframes, project plans, and project status.

Move.com, Inc. (REALTOR.com and Homestore.com)

Jan. 2000 - Feb. 2007

Senior Project Manager - REALTOR.com Rebuild Program

- Managed a team of 25 resources to rebuild the REALTOR.com web site on the .Net platform. Program included rebuilding the Find a Home web application, Search Engine, the Consumer Registration and Saved Items applications.
- Lead the team in defining project scope, technical design, new user interface design, detailed use cases and business requirements specifications, test cases and deployment planning stakeholders and executive management.
- Created a REALTOR.com web site road map for launching new features within the Realtor.com Rebuild program.
- Coordinated with business stakeholders to add product driven enhancements within the scope of the technical rebuild initiative.

Project Manager - Unified Application Architecture Program

- Managed a team of 15 resources on a program of multiple projects with the goal to simplify and consolidate multiple Web sites onto a common platform (.Net), and to create shared web services architecture, and shared front end web controls to leverage on all Move.com, Inc. Internet properties.
- Worked with engineering to develop reusable front-end web controls to leverage across all Move.com Web sites built on the .Net platform.
- Worked with Engineering Architect to define "shared web services" and created scope summary documents. Managed the technical design and .Net development of the following: Geography Web Services, Imaging Web Services, Email Web Services, Event Monitoring Web Services, Data Reporting Web Services, Search Web Services, Content Rendering Web Services, and Registration/Personalization Web Services.

Technical Project Manager - Find a REALTOR® Project

- Managed a project team of 10 resources to rebuild a Find a REALTOR® directory and web application.
- Analyzed business requirements, conducted technical design meetings and assisted in technical specification documentation.
- Composed a detailed Project Plan/Charter to communicate the project scope, deliverables, dependencies, risks and milestones. Created a detailed Project Gantt in Microsoft Project to track the Find a REALTOR® project schedule. Conducted status meetings, composed meeting minutes and communicated project status to project team and stakeholders on a weekly basis.
- Project managed the implementation of Microsoft SharePoint portal server to technology department of 150 employees. Helped define site structure and content.
- Coordinated initial SharePoint implementation by organizing training courseware and creating training presentation and handouts. Designed project site templates for all PMO project SharePoint Web sites.

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Senior Web Producer - WorldProperties.com

- Managed the World Properties project for the International Consortium of Real Estate Associations (ICREA) web site. Managed the full life-cycle project for WorldProperties.com, including web design, web development, server hardware acquisition and set-up, testing and implementation. Responsible for maintaining project plans and meeting on-time project deliverables.
- Composed detailed functional specification and business requirements documentation. Worked with client (ICREA) to define and develop an international real estate member directory web application, which included defining a XML data feed format, and web based search function to support multiple languages.
- Designed and implemented a custom content management application for ICREA members to add and maintain real estate property content on the website.

Manager Corporate Intranet Systems - Homestore.com

- Created a corporate Intranet for Homestore, Inc., including research, planning, web design, coding and management of all aspects of a corporate Intranet.
- Managed a team of developers to create custom web applications for management of web content, and customer service knowledge management.
- Defined and published content & style guidelines for use by all Homestore corporate divisions and department for posting information on the corporate Intranet.
- Responsible for dissemination of corporate communications via email Developed internal marketing awareness programs and promotions to increase web traffic and accessibility of the Homestore corporate intranet.

Technical Project Manager

Interthinx (Sysdome)

Aug. 2004 - Jan. 2005

- Managed a team of twelve developers (SWE, WAE, DBE and QA) for the development of all Sysdome fraud prevention software and web application initiatives.
- Managed a minimum of six projects at any given time, including resource allocation, project prioritization, timelines, issue logs, and project status communication.
- Coordinated web site and software application maintenance via bug tracking and maintaining of issue logs for tracking system maintenance, customer care technical requests, and project issues.
- Conducted team status meetings, composed meeting minutes and communicated project status to project team and stakeholders on a weekly basis.
- Implemented a Software Development Process using a combination of Rational Unified Process techniques and SCRUM management processes.
- Assisted in defining the SDLC for our PMO and helped create the processes and procedures for other project managers to follow.

Content Developer

Vegas.com & The Las Vegas Sun

Dec. 1996 - Dec. 1999

- Developed content for the number one Las Vegas tourism Web site. Maintained the Vegas.com homepage and the majority of Vegas.com Web site content.
- Designed front-end interface and built the HTML for a content based auto racing Web site for the Las Vegas Sun.
- Designed interface, built HTML, and maintained the weekly Showbiz magazine Web site.
- Built and maintained the resort section of the Vegas.com site.
- Created and produced QTVR files of Vegas hotels and other Vegas sites and maintained a section for the QTVR on Vegas.com.
- Created and optimized all Vegas.com web graphics including: animated ads, navigation, image maps, graphics and photos.
- Digitized and edited customized online videos for Las Vegas news events using Adobe Premiere then optimized the clips for high-quality video for various bandwidths.

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SOFTWARE KNOWLEDGE:

Strong knowledge in the use of following software:

- Microsoft Office: Word, Excel, Outlook, PowerPoint, Visio.
- Adobe Software: Dreamweaver, PhotoShop, Acrobat.
- Content Management Software: Ektron CMS400.Net, Sharepoint, Wordpress.
- Ecommerce Software: ASPdotNetStorefront, ZenCart, BVStore.
- SEO / Web Analytics: Omniture, Google Analytics
- HTML and CSS, and Wordpress website development

Knowledgeable in the following Web development technologies:

- ASP, .NET, AJAX, XML, XHTML, PHP, SOA, OOD, Web Services and SQL Databases.

EDUCATION:

- B.A., Communication Studies - 1999 University Nevada, Las Vegas
- Certified Project Management Professional (PMP) 2005, Project Management Institute (PMI)