



PERSONAL OBJECTIVE: Over 10 years of technology experience in: web development & design, customer & system support, business intelligence, and IT. Highly motivated and self-directed with the ability to work independently, as well as part of a team on multiple projects simultaneously. I am seeking a rewarding position that will continually challenge my problem solving and analytical skills across a broad spectrum of technologies.

EMPLOYMENT: Consultant & Freelance Web Developer and Webmaster { speckz.com / Self Employed } Oct 2007 – Present

- Creation and maintenance of web sites and applications for corporate, non-profit, small business and other clients. Implementing all web-related tasks, including: rapid prototyping, development, design and layout, graphics creation and optimization, server-side programming (PHP), MySQL databases, cross browser and standards-compliant XHTML and CSS, testing, training, hosting, security, SEO and traffic generation, and ongoing maintenance, support and updates.
- Worked with clients and teams to complete the following websites:
 - United Nation's UNIFEM – Gender and HIV/AIDS genderandaids.org and UNIFEM Gender Responsive Budgeting Web Portals gender-budgets.org
 - Harper's Magazine – PR Blog thewaysofthewoodchuck.com
 - The Juran Institute – Website, blog, subscription members site and ecommerce store juran.com
 - Lawyers Group Advertising, Inc. – Lead generation platform lawyersgroup.com
 - Ironbound Films Inc. – Web-based file manager with backend FTP server integration, system administration and support ironboundfilms.com
 - Cowinkidink Inc. – Strategic advice on startup, technology hardware and software platforms cowinkidink.com
 - Nannis & Associates Inc. – Supported small business users on Windows domain, provided hardware and software upgrades, purchased hardware and software and redesigned website nannis.com
 - InTouch Services, Ltd. – Blog maintenance, upgrade and theme design customization quality-wars.com
 - Investment Law Group – Blog development primebrokerdirectory.com
 - Crossborders LLC. – Project managed and coordinated with remote developer to architect, develop, and integrated event registration and payment via database backend and Sage Payment Systems e-commerce crossborders.tv
 - Level Media – Developed static website and blog levelmediatraining.com
 - Kerge Consulting – Static website development kergeconsulting.com
 - Zeidman = Corporate Communications Consulting – Blog design and development zc3.com
 - Missives from a Metropolis – Blog design and development sheilapierce.com
 - The FireDome – Encoded DVD video into streaming flash and embedded media player into site thefiredome.com
 - E-Force Hosting – Responsible for day to day operations of own web hosting business including client support, server maintenance, client billing, etc. eforcehosting.com

Reporting Traffic Analyst { feedroom.com / The FeedRoom Inc. } Oct 2000 – Sep 2007

Crystal Reports Developer & Business Intelligence:

- Senior Crystal Reports Developer with seven years of technical and working experience in designing and implementing reports using Crystal Reports 8.x - 11.x.
- Created and maintained over 300 complex parameterized Crystal Reports using charts, cross-tab, groupings, summary selection criteria, sub-reports, running totals, and custom formulas coded in SQL and Visual Basic syntax.
- Distributed custom reports to Fortune 100 and 500 clients such as Wal-Mart, GM, AT&T, Intel, Cisco, etc.
- Collaborated with multiple departments and senior management to gather requirements for reports and data analysis, in addition to designing test cases based on the necessary requirements.
- Produced weekly, monthly, quarterly and annual reports for 180+ sites, as well as ad-hoc and one-off reports for billing, revenue, advertisement, traffic/visitor and diagnostic/performance.
- Developed and performed audit reports against 3rd party billing, discovered \$10,000+ accounting inaccuracy.
- Highly skilled in writing specifications and gathering requirements to develop Crystal Reports as per client, maintained documentation on reports for future reference, and provided training for employees.
- Served as lead technical and client/business support contact for employees and clients on all reporting issues.
- Trained employees and clients on web-based frontend reporting.

Jr. Database Administration & General Reporting:

- MySQL 4.x database administration with and without Sequoia (C-JDBC) clustering and replication.
- Worked with Oracle 8.x & 9.x to create tables and maintain views using SQL, PL/SQL and Toad for Oracle to study the data in different systems and to validate data and reports.
- RDBMS concepts and experience in creating and maintaining tables and views using Toad for Oracle.
- Responsible for the conversion of data during the systems integration process.
- Administered the delivery of log files from multiple CDNs (Akamai/Speedera, AT&T, Limelight, Mirror Image, Real Broadcast Network, Savvis, VitalStream/Internap, etc.), and maintained scheduled daily delivery to ensure timely loading of logs via ETL processes into Oracle Data Repository/Warehouse.
- Demonstrated an understanding and interpretation of the business requirements, as well as designing and loading the data into Data Repository/Warehouse.
- Established and maintained day to day operations of Extraction, Transformation, and Load process (ETL) of proprietary JAVA ETL application, in addition to the extraction and loading of raw data from multiple sources into Oracle Data Repository/Warehouse.
- Trained employees in Oracle related reporting.
- Performed business analysis and reporting via Access and Excel 2000/XP/2003/2007.
- Access/Web log analysis via Web Trends, Funnel Web, Sawmill, Wusage, AWStat, Analog, Urchin, etc. and UNIX shell with awk, sed, grep, less, etc.
- Web analytics via DoubleClick, Real Media 24/7, Omniture, Google, etc.

IT Support Engineer & Help Desk:

- Provided support via help desk to Fortune 100 and 500 clients and support staff with calls to expedited work load in a timely fashion.
- Maintained and supported content distribution to multiple CDN (Akamai/Speedera, AT&T, Limelight, Mirror Image, Real Broadcast Network, Savvis, VitalStream/Internap, etc.) storage facilities simultaneously.
- Monitored multiple CDNs (Akamai/Speedera, AT&T, Limelight, Mirror Image, Real Broadcast Network, Savvis, VitalStream/Internap, etc.) for capacity and storage and analyzed the data to evaluate CDN network performance.
- Provided technical support, troubleshooting, and monitoring to ensure that content (images, live and VOD video streaming, flash, etc.) be distributed to and served from CDNs.
- Mentored and trained junior help desk support engineers.
- Responsible for configuring and supporting over 80 employees at multiple locations on: Windows and MAC desktops, Microsoft Office, Windows Server, Exchange, and Outlook.
- Provided local and remote support for corporate headquarters, satellite locations, and corporate firewalls.
- Provided upgrades, repairs, troubleshooting, and support for Windows/Mac desktop, laptop, server hardware, network printers, scanners, and external hard drives.
- Performed the upgrade of Symantec/Veritas NetBackup infrastructure from version 4.5x to 6.x in mixed UNIX/LINUX/Windows environment.
- Responsible for periodic tape drive backup and recovery via Symantec/Veritas NetBackup.
- On call 24/7 one week a month providing emergency phone support to employees and Fortune 100 and 500 clients.

Ad Trafficking:

- Trafficking ad campaigns within 24/7 Real Media's Open Ad Stream 6.x Ad serving system.
- Two day training certification session on 24/7 Real Media's Open Ad Stream 6.x Ad serving system.
- Provided technical support for all creative and technical inquiries from clients, ad agencies, and internal staff.
- Online advertising/ad tracking experience with DoubleClick Dart.
- Newsletter management for 500,000+ recipients.

Innovation:

- Established a need for RSS and initiated/facilitated the effort in early 2003 to start syndication of FeedRoom video news via RSS for all sites. RSS syndication went live in April 2003 during which I promoted the newly launched syndication via RSS friendly sites.

EDUCATION: Computer Science { Rutgers University / New Brunswick, New Jersey }

Attended Rutgers University, from Sep 1994 - May 1996 while working towards my Computer Science Degree.