

PROFESSIONAL SUMMARY

- Excellent client interaction and presentation skills
- Ability to manage multiple projects, aggressive timelines, and strict budgets
- Excellent oral and written communication skills
- Ability to identify and implement process improvements
- Proactive approach and positive attitude
- Visionary leadership
- Full life cycle implementation—Analysis, Design, Construction, and Implementation
- Strong background in web development, application design, marketing, and management

PROFESSIONAL EXPERIENCE

Director of Marketing Technology
Crosby Marketing
Annapolis, MD
Present Employer

I work to influence, in a positive way, the opinions and actions of others by providing peers and employees with vision, strategic communication and inspiration, empowering them to complete in the technology space. It requires that I clearly express ideas, information, and concerns both verbally and in written format, while actively seeking and disseminating information from and to a variety of sources while accepting responsibility for ensuring that people have the current and accurate information needed for success and asking questions to open channels of communication.

Director of Interactive
Planit Advertising
Baltimore, MD
2006 to 2008

In my current role as Director of Interactive Services at Planit, I lead and manage a high performance, award-winning team of Project Managers, Web Developers, Designers, Production Artists and 3D Animators. We develop and execute a variety of Interactive projects including unique client web designs, email marketing, viral campaigns, online and mobile advertising, application development, 3D animation, and motion graphics.

- Provide leadership by developing and mentoring the traditional and interactive teams in areas of technology
- Coordinate project schedules and traffic
- Create estimates and proposals for projects
- Ensure delivery of high quality work on-time, and on-budget
- Maintain departmental budgets and forecasting
- Collaborate with sales, programming, email marketing, and SEO staff, to develop concepts and strategies
- Conceptualize, present and execute high-quality and effective multimedia solutions and strategies, including audio, video, animation, and interactivity, to create and enhance clients' web experience
- Collaborate with the interactive and traditional teams to develop ideas leveraging new and emerging technology, providing strategic guidance and direction to bring clients thinking beyond the web to mobile, broadband channels, video on-demand, webisodes, blogging and various other new media solutions to accomplish their business goals and extend the reach of their brands
- Explore and exploit opportunities to integrate new technologies and tools into existing accounts and production processes
- Work with account staff and business development to identify new business opportunities and participate in the execution of proposals and presentations
- Provide leadership within the agency and with clients in the strategic planning process
- Work closely with other members of the agency's Sr. Staff to facilitate efficient workflow, effective creative development, and smart strategic planning processes

Webmaster
Erickson Communities
Baltimore, MD
2003 to 2006

I was responsible for the creative direction, development, and administration of all the public facing Websites at Erickson. Producing, maintaining and leading the design and development of Erickson's marketing websites—utilizing technologies such as ASP, ColdFusion, HTML, CSS, JavaScript, and SQL.

- Worked with Ad Directors and “C” level executives to develop all of Erickson's online marketing
- Collaborate with copywriters and artists to produce websites and Interactive Advertising
- Produce creative mock-ups for advanced planning efforts
- Provide clear creative direction and mentor junior team members—including photography and Photoshop training for the Art Department
- Work with Ad Directors to plan and identify online marketing initiatives
- Work to meet community budgets for online marketing campaigns
- Organized and led SEO efforts to bring Erickson to the top of Google's organic search results
- Mastered and maintained a vast knowledge of Erickson's business, competition, and latest industry news and trends
- Designed and developed a new intranet using .Net technologies such as Share Point Portal Server 2.0 and ASP.Net
- Responsible for maintaining and overseeing the deployment of public websites
- Author of a monthly column called “Ask Joe.” It is one of the Erickson Tribune's most popular columns, offering monthly advice answering computer and technology-related questions—the Tribune has a distribution of over 6 million/month

JoeFino.net Creative Services
Freelance Web Developer/Designer
Baltimore, MD
1996 to 2003

As a freelance designer/developer, I was able to provide Internet-related services to small and medium-sized businesses utilizing many internet technologies such as Perl, ASP, HTML, JavaScript, Cold Fusion, SQL, and Flash.

- Identify prospective clients, assess needs, and develop proposals
- Primary point-of-contact for clients
- Made recommendations to clients in the following areas: Search Engine Marketing, Online Media, Email Marketing, Web Analytics, Website Effectiveness and Research/Planning
- Lead development teams, graphic designers, and artists to deliver quality products
- Design for the web and interactive applications, plan functional interfaces and consistently create clear and meaningful communications
- Demonstrate an understanding of usability and information architecture
- Create and manipulate graphics to optimize the palette, size and speed of the resulting website
- Understand user behavior, review competitive practices, and monitor industry trends to deliver designs that meet client goals
- Install and configure Internet software on client computers and train users in basic Internet techniques
- Design logos and corporate presentation graphics, using Adobe Graphics Suite and Macromedia Flash
- Present solutions to clients
- Clients include xGravity.net, Responsys Marketing, BMW North America, Wells Fargo, Finish Line, Win Marketing and GKV

Software Engineer
Prometric
Baltimore, MD
2000 to 2003

Worked as a senior member of the Internet/Intranet and e-commerce Development Team—Technical lead for InsidePrometric intranet and Prometric.com.

- Planned, defined, estimated, and organized development and presentation projects
- Responsible for the technical success of the team's projects—participating in design meetings to ensure that the technical solutions were feasible and correct
- Lead the development team to produce online materials for the Sales and Marketing groups
- Coordinated project timelines and internal budgets to support the Sales and Marketing groups
- Developed and maintained prometric.com using Microsoft Content Management Server
 - Created templates for the CMS system in Macromedia Dreamweaver and Microsoft Visual Interdev using ASP, HTML, JavaScript, and CSS
 - Created graphics for the site using Adobe Photoshop and Macromedia Fireworks
 - Trained business clients to use the content management software to make updates to content and create new pages
- Developed and maintained the InsidePrometric Intranet
 - Designed the look and feel for the site using Adobe Photoshop, Fireworks and Dreamweaver
 - Maintained the site and developed Web-based applications to support various business objectives using ASP, HTML, JavaScript, and CSS
 - Designed and managed InsidePrometric Infrastructure, including decision making on all technologies used to deliver the site as well as managing security
 - Worked with all departments within Prometric to build department sites within the intranet
 - Used the SharePoint Portal Server to establish an intranet site for the Architecture Team
- Designed logos and corporate presentation graphics, using Adobe Photoshop and Macromedia Fireworks, and Flash—delivered at corporate events and on CD-ROM
- Mentored junior members of the team, and led training of new technologies for team members
- Gathered requirements and documented all processes

Web Developer
Brann Worldwide (Now Euro)
Baltimore, MD
1999 to 2000

Worked as lead developer to build an interactive team for The Brann Baltimore Office.

- Worked with client services staff to produce and present new business concepts to clients
- Developed client websites and mock-ups using HTML, JavaScript, Perl, and Flash
- Worked closely with account and project managers to collect client requirements
- Planned, organized, and oversaw the development of client websites
- Designed and managed the overall architecture of customer's web solutions
- Acted as technical expert and advised the management team when appropriate
- Created banner advertising using Flash, HTML, JavaScript, and animated GIFs
- Primary responsibility was to develop and maintain Bermudatourism.com.
 - Other accounts included First USA eCard, At Your Request, and GE Capital

COMPUTER SKILLS

- Expert knowledge of Photoshop, ImageReady, ColdFusion, Flash, and Dreamweaver
- Expert knowledge of MS Active Server Pages (ASP using VB Script), IIS and SQL
- Expert knowledge of web design techniques, technologies, and related products
- Adobe Certified Photoshop Expert
- CIW Certified Site Designer

Internet:

Expert knowledge of Microsoft Content Management Server, HTML, Perl, JavaScript, Microsoft Active Server Pages (ASP), VB Script, SQL, CSS, Cold Fusion and graphical web design tools such as Dreamweaver. Extensive use of version control software (PVCS, VSS). Section 508 standards. Working knowledge of PHP, Microsoft Share Point Portal Server, Java, XML, UML, and some experience with .NET.

Graphics:

Adobe CS3 Web Studio, Premiere, After Effects, and InDesign.

Environments:

Windows 95/98/NT/2000/XP/Vista, IIS, MS-DOS, Apache, Mac OS, and UNIX.

Business Applications:

Proficient with most popular business applications including Microsoft Project, Microsoft Office Suite (Word, Excel, Power Point, and Access), Lotus Notes and 123, Quicken, etc.

EDUCATION AND CREDENTIALS

- Human Factors International:
The Science and Art of Effective Web and Application Design
- EEI Training: Flash Designer Certification
- University of Maryland Baltimore County: CIW Professional Site Designer
- Sun Training Center: Java Programming
- Ville Julie College: Active Server Pages with VBScript
- Harford Community College: Web Developer Certification
- University of Baltimore: Corporate Communications
- Essex Community College: Liberal Arts with concentration in Mass Communications and Photography

RELATED ACTIVITIES AND ACHIEVEMENTS

- Gold and Silver Addy Award Winner
- Webby Honoree
- Judge, WebAwards competition 2007 & 2008
- Mature Media Award
- Web Smarty Site of The Month
- Profotos—Pro Site Award of the Month
- Prometric Pride—Team and Individual Awards
- Bryce Forum—Select Gallery Award Winner—3D design
- Photographer's Forum Magazine—Award of Excellence