

PROFESSIONAL PROFILE

Strong technical, digital marketing and organizational leader with an MBA and 15 years of hands-on professional digital marketing experience leading cutting-edge CRM, cross-channel, and demand generation solutions for clients such as The Home Depot, IBM, ETS, Century21, Diageo, BMS, Wyeth, Nextel, New Balance and more.

OBJECTIVE

In today's competitive marketplace organizations need to intimately know, understand, and deliver real value to customers on their terms in an increasingly competitive and digital world. As a leader, my goal is to make that happen through the adoption and implementation of best-in-class digital marketing strategies.

CORE COMPETENCIES

- Department, organization, and team leadership
- Ideation and innovative digital marketing solutions
- e-Marketing, CRM, and lead generation
- Business analysis and innovative RFP solutions
- Project specification, estimation, and budgeting
- Superb presentation and communication skills

PROFESSIONAL HISTORY**MRM Worldwide: Princeton, NJ****Sept 2010 – Present*****Vice President, Director of Technology***

As the VP and Director of Technology for MRM Worldwide my core responsibility is to support, organize, and grow the digital wing of the organization by overhauling agency process, facilitating interoffice cohesion and collaboration, cultivating vendor relationships and growing a strong core technical team. Additional responsibilities include:

- Audit and refine the internal and relational processes to facilitate interoffice cohesion, gain efficiencies and retain industry leading talent
- Build and lead a strong core technical team
- Use technology innovation and efficiencies to stimulate organic growth of our clients
- Identify and evaluate new technologies, vendors, and strategic partnerships
- Participate in and oversee the development of web and mobile marketing applications and web sites

Successful projects include:

- Overseeing the marketing technology backbone and CRM wing of ETS for TOEFL, GRE, and TOIC through brand-based marketing websites and customized email campaigns
- Overhauling the infrastructure and executing campaigns for Applebees.com including Veteran's Day resulting in over 1 million meals served, 25k facebook likes (+10%), 1k twitter followers (+30%), a 215% increase in site visits and nearly 11k messages of thanks to the blog
- Rearchitected an advanced online search tool for Century21
- Developed mobile pharmaceutical iPhone application zAssistant for Sunovion's Lunesta
- Developing online marketing applications for pharmaceutical client BMS including myCMLcare.com, unbranded CML treatment companion, Faces of Orenca patient ambassador web overlay and RealRALiving.com site refresh

MRM Worldwide: New York, NY**Mar 2010 – Sept 2010*****Associate Director of Technology***

As the Associate Director of Technology for a 35 person department and Senior Technical Lead for a team of 12 in one of the top five digital agencies in the world my role is to organize, structure, and lead as we rapidly take on business from one of the largest retailers in the world. My responsibilities included:

- Implemented organizational structure resulting in a more agile and robust core technical team and increased interdepartmental cohesion
- Created and streamlined process resulting in decreased organizational risk and cost while increasing

output, capabilities, and quality of work specifically in the eCRM domain

- Identified and evaluated new technologies, vendors, and strategic partnerships
- Resource management and scheduling
- Lead the development of web and mobile based marketing applications and digital marketing initiatives

Successful projects include:

- Overseeing the ongoing successful delivery of 10,000,000 emails weekly through third party email service provider (ESP) ExactTarget with CRM platform Epiphany integrated list generation
- Increased profitability and relevancy while lowering risk, overhead, and lifecycle duration through email build automation and intelligent vendor integration utilizing Ektron, ExactTarget, ShopLocal, and Amazon's S3 hosting for millions of personalized emails weekly
- Re-launched The Home Depot club site HomeDepotGardenClub.com in June 2010 utilizing Gigya Connect, Endeca, ShopLocal, Ip2Location, weather.com, and BrightCove web services increasing registration conversions by 25% and increasing referrals to HomeDepot.com
- Integrated social sign-on to The Home Depot club site HomeImproverClub.com in July 2010 utilizing Gigya Connect and BrightCove resulting in a 15% registration conversion increase
- Executed a HomeDepot.com home page take-over on Earth Day (their retail Christmas in the spring)
- Implemented the JIRA system for task and bug tracking consolidating information into one space reducing confusion, overhead, and risk
- Programmatically and procedurally streamlined the internal resourcing process across all departments

Euro RSCG Discovery: Wilton, CT

Sept 2002 - Mar 2010

Senior Software Engineer

As a senior innovator, leader, mentor, and engineer I worked hard to grow the organization and exceed the business needs of our clients by:

- Promoting an overall cutting edge corporate portfolio through innovative RFP solutions
- Championing innovation and new technology education through interactive presentations and mentoring
- Staying abreast of innovations in marketing technology through formal education, an extensive book collection, and regular participation within top industry social media forums

Successful projects include:

- Managed Discovery's Marketing Communication System (MCS) Relationship Marketing Suite (RMS) which extends the demand generation and direct marketing services into segment management and more granular individual prospect profile management
- Architected and lead the development team for IBM's Social Media Aggregator featured on site at IBM Impact 2010 and online at <http://www-949.ibm.com/social/impact> integrating twitter, blogs, flickr, youtube, and polldaddy
- Managed interactive global product launch website for New Balance with parallel and integrated microsites and user accounts (Club NB) having CRM components and a CMS backend
- Managed online CRM tools and reporting for IBM DTC and B2B marketing on IBM VRM framework
- Managed interactive Diageo websites for Guinness 1759 society and Baileys US marketing campaigns

Seraphim Internet Solutions, LLC: Stanhope, NJ

Feb 2002 – Present

President & Co-Founder

As an MBA and professional software engineer I co-founded Seraphim to specialize in innovating Internet marketing applications larger organizations are not agile enough to take on. Working with a variety of clients gives me the opportunity to expand beyond corporate technology management into small business relationship management. Seraphim specializes in online presence, social media, and cloud technologies.

Successful projects include:

- Combining the services of Flickr, Google Checkout, Yahoo! Business, Google Analytics, and Wordpress

into a comprehensive and professional web portal for TwoRoads Studio photography

- Advising on the establishment of the online and new media presence of Daidone Fanelli Associates, a member of the John Hancock financial network
- Establishing the online presence and photo gallery for Chrysaliz Design, LLC
- Promoting marketing and technical innovation through Seraphim's Innovation Presentation™ series

Simstar Internet Solutions: Princeton, NJ

Mar 2000 – Feb 2002

Associate Development Manager

As a resource manager, team leader, role model, and senior engineer in the fast-paced restructuring and rapid growth of a major pharmaceutical Internet solutions company my primary responsibilities included client communication, requirements analysis, lead engineer, mentor, and project management of multiple simultaneous Internet initiatives.

Successful projects include:

- Lead and launched initiatives for multi-national pharmaceutical clients: Wyeth-Ayerst, Novatis, Bristol-Meyers Squibb, Snofi~Synthelab, Biomatrix, American Home Products, Pharmacia, and Bayer
- Conceptualized, designed, and built an internal time system saving an estimated \$100k annually while streamlining the process and providing more accurate, real-time, budgeting, reporting, and error logging
- Technical liaison for both our clients and internal administration regarding technical infrastructure

Rutgers University Computer Services: New Brunswick, NJ

Nov 1995 - Mar 2000

Senior Site Manager

Senior Site Manager for four computing facilities on two Rutgers campuses. Responsible for hiring, training and supervision of 85 student computer aids, four senior aids, and four assistant site managers.

Successful projects include:

- Managed all aspects of facility and staff including resource allocation, reviews, and training
- Established, trained, and managed the computer repair team for the Rutgers, New Brunswick Campus
- Initiated a consistent orientation and training curriculum and designed the performance evaluation guide
- Initiated and administered web development and technical classes for campus organizations
- Innovated, designed, and engineered a cross-campus, integrated, web based, tracking system which:
 - Tracks and records employee records resulting in a uniform inter-campus file system
 - Records supervisor work history and evaluations resulting in increased employee satisfaction
 - Tracks problems resulting in greater facility uptime and quicker service turnaround

TECHNICAL EXPERIENCE

Operating Systems: Windows, Linux (Fedora, Redhat, Suse, Gentoo, Knoppix), MacOS X, FreeBSD, Unix

Languages: php, Perl, Java, OO-JavaScript & json, ASP 3.0, Hibernate, xml, xsl, xpath, CSS, HTML, AJAX & Web 2.0

JavaScript Libraries: prototype, script.aculo.us, jQuery, dojo, rico, mootools

Databases: MySQL, DB2, Oracle, Microsoft SQL Server (6.5, 7.0, 2000), Sybase

Services: Apache (1.3, 2), Microsoft IIS, Tomcat, JBoss, Drupal, Microsoft SiteServer 3.0, Resin, Squid

Applications: Microsoft Project, Adobe Photoshop (5.5-CS3), (my)eclipse, Microsoft Office, UltraEdit, UEStudio

BLOGGING

New Media Business & Marketing Blogger

Jan 2009 - Present

<http://DewPoint.SeraphimLLC.com>

As a digital marketing leader specializing in social media and innovation I directly influence and experience the causes, effects, and overall results of business decisions within marketing campaigns for organizations and, as an MBA, I possess the knowledge and background to understand these decisions, analyze the results, and impart the resulting wisdom to others. Popular articles include:

- The Future of Social Media and Marketing
- Marketing In A Reputation Based Economy
- Saturated Loyalty
- The Value of and Ad Not Seen

EDUCATION & CERTIFICATIONS

**Fairleigh Dickinson University, Silberman College of Business
Madison, NJ**

Jan 2006 - Nov 2008

The Silberman College of Business is an AACSB International accredited College. Their entrepreneurship program has been nationally ranked Top 20 by The Princeton Review and Entrepreneur Magazine as well as honored in Princeton Review's 2007 edition of Best Business Schools.

- Masters of Business Administration (MBA) – 3.93 gpa
 - Concentrations in Marketing and Entrepreneurship
- Beta Gamma Sigma International Honor Society

**Rutgers, The State University of New Jersey, Cook College
New Brunswick, NJ**

Sept 1995 - Jan 2000

- Bachelor of Science, Computer Science
- Minor, Environmental Business Economics

Hands On Technology Transfer, Inc

June 2006

- Enterprise JavaBeans and J2EE training certification