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Summary

Internet professional exhibiting demonstrated success with comprehensive marketing and communications programs including Web site design, architecture, development and launch, product launch, advertising, direct mail, collateral development, and online promotions.

Work Experience

Sr. Manager, Online Marketing/Corporate Webmaster

10/1999 - 3/2008 Ariba, Inc., Sunnyvale, CA

- Directed all aspects of corporate Web site including strategy, content, technology implementation, site architecture, navigation, look and feel, and user experience.
- Responsible for multiple redesigns of corporate Web site over eight year period, managed from conception, to design, to implementation with internal and external resources.
- Managed four major acquisition-based site integrations.
- Increased monthly site traffic to a sustained 1.5 million+ page views a month.
- Worked long-term with internal content providers and owners to organically grow site with new functionality and content, including product launches.
- Responsible for investigating, testing and implementing new technologies including content management, streaming video, secure member areas, blogs and RIAs.
- Lead the internal Web Advisory Council and created a home page editorial board to facilitate communication of scheduled announcements internationally. Worked with marketing and legal to create company-wide Web and email rules.
- Supervised internal team, vendors, freelancers, contractors, and enforced content guidelines for electronic media and coordinated cross-division online programs.
- Worked directly with marketing and field marketing for ongoing corporate initiatives including seminars, web seminars and eNewsletters, and with database marketing team for outbound email.
- Worked with external vendors to implemented prospect tracking system.

Online Program Manager

3/1998 - 10/1999 Hyperion Solutions, Sunnyvale, CA

- Managed all aspects of corporate web site including graphics, architecture, navigation and layout. Duties included product launches, site strategy, content coordination, and implementation. Responsible for total redesign of web site in conjunction with corporate rebranding, managed from conception to USWeb/CKS design to implementation with internal personnel in 7 week time frame. Supervised vendors, freelancers, contractors, enforce brand guidelines for electronic media and coordinate cross-division online programs.

Graphic Designer/Webmaster

1/1995 - 6/1997 Novell, Inc., San Jose, CA

- Web Master for Management Products Division. Tasked with all web presence, maintaining internal and external web sites for Novell ManageWise products. Worked with various divisions to ensure timely deliveries of materials, electronic software distribution, cross-divisional promotions and site-traffic analysis. Served on corporate web council. Projects included evaluation CDs, web sites, and internal Project Management web site. Designed direct mail, presentations, flyers, white papers, posters and various product marketing collateral.

Designer

11/1988 - 1/1995 Freelance, San Francisco, CA

- Provided comprehensive freelance design and illustration services for direct response, packaging, collateral, advertising, and publishing. Worked closely with copywriters, printers, and other content suppliers to offer clients unique quality and continuity of finished products. Partial Client List: Lighthouse for the Blind, Christensen Design, Attorneys Bookkeeping Service, KRIZ, Inc., Sun, Novell, PacifiCorp, Technical Impressions, Real Talent Records, The Business Clinic, Wanderlust Travel Deign, Fairfax Hospital, Minkin Affiliates, Ingres, Hewitt Associates LLC.

Designer

4/1989 - 11/1991 Krames Communications, Daly City, CA

- Responsible for computer design in the Marketing Creative Services department of national healthcare publishing company. Projects included template development & design, and execution of direct-mail packages for healthcare and industrial safety markets under strict deadlines. Produced three catalogs each quarter using such traditional and electronic methods. Also acted as liaison between copywriters, design director, proofreader, production department, and market managers.

Art Director/Production Manager

8/1987 - 11/1988 Courtroom Graphics, San Francisco, Ca

- Oversaw all studio and production work from initial estimate to completion. Produced courtroom aids using computer-aided and traditional methods. Responsibilities included handling secret materials, client consultation, and budgets. Supervised freelance artists and coordinated installation of computer network.

Illustrator /Exhibits Specialist

10/1983 - 7/1987 Federal Bureau of Investigation, Washington, DC

- Designed courtroom exhibits, slides, illustrations, posters, flyers, and publications in the Graphic Design Unit (Special Projects Section, Lab Division). Other duties included handling classified materials, photo-typesetting, caricatures, and photo retouching. As an Exhibits Specialist, responsibilities included silk-screening, drymounting, moulding plastic displays, illustration, and preparing camera-ready artwork. Handled classified materials; designed report covers, diplomas, and flyers.

Education

Indiana University-Southeast

Pennsylvania State University - McKeesport

Honors and Awards

Ariba Communication Excellence Award 2003

Ariba Marketing Excellence Award 2005

References available on request.

<http://www.rubbergumball.com>