

**Name**

City, State 30005

Phone

Email:

**eBusiness and eCommerce / Marketing / Information Technology / Business Analysis****B2B, B2C, B2G, G2G, G2B, G2C / CRM / Fortune 500 / Start-Ups / Government / Non-Profit / Franchise / Online Marketing / Organizational Development / Process Reengineering / Succession Planning**

**Summary:** Accomplished Executive who combines strong business acumen with technical expertise. My ability to rapidly synthesize information and combine leadership skills with problem solving and team building allows me to implement game-changing strategic solutions that contain costs and improve market share, customer satisfaction, colleague productivity and profitability and bottom-line margin.

**Areas of expertise include** e-business strategy, e-commerce initiatives, business operations, business analysis, brand loyalty marketing, human factors engineering, fulfillment, cross-channel integration, vendor relations, business development, training, organizational development and effectiveness.

**Program and Project Management includes full lifecycle** ownership from inception to implementation, including Estimating, Time Management, Planning, Budget, Scope Management and Change Control, Status Reporting / Earned Value Management, Issue, Risk, and Quality Management, IT Audit and SOX.

**New Media:** Web 2.0, Web Marketing, Social Networking, Blogging, Podcasting, RSS, SMS, Widgets.

**Online Resource expertise includes:** A Mighty River, BlackPlanet, Blogger, CareerBuilder, ComputerJobs, Craigslist, DICE, Digg, Eons, ERE, Eventful, Facebook, Flickr, Google / Tools, LinkedIn, Monster, Myspace, Ning, OWD, Second Life, Spoke, Skype, Twitter, WordPress and YouTube.

**Advisory Board Member, Panelist or Presenter:** CareerBuilder, Google, Monster and Taleo / Vurv

**Bachelors Degree in Marketing** *Spring Garden College - 1991*

Additional education and credentials include certified instructor for computer-based training and supplemental coursework in organizational development, leadership and executive management.

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**CAREER HISTORY & SELECTED ACCOMPLISHMENTS**

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**Director, eBusiness Strategy, Company Names, 2004 - Present.** Lead the definition, strategy, planning, implementation and growth of *Company Names* eBusiness solutions. • Provide national leadership across business lines to enhance all aspects of business operations by leveraging emerging eBusiness capabilities. • Areas of special focus include front and back office systems, website development, content management, SEO, SEM, segmentation, personalization and usability. • Determine external customer and internal operational needs to ensure targeted eBusiness solutions are brought to market in a timely fashion. • Negotiated Contracts and Service Level Agreements. • Managed outsourced functions and partner relationships. • Peoplesoft / Oracle selection and implementation team.

- **Business Turnaround and Culture Change:** Transformed corporate vision of the Web and Social Networking from a "technology novelty" to a strategic new distribution and communications channel and key element of the business model.
- **Increased market share** through innovative and effective fusions of emerging internet resources and traditional information technology, marketing and operational processes.
- **Launched award-winning e-Business and e-Commerce sites and strategies** that produced new business and operational models resulting in increased brand recognition, revenue and margin.
- **Project and Product Manager overseeing the evaluation, selection, customization and implementation of Front Office systems** Taleo / Vurv / Recruitmax. Increased productivity and profitability at all operational levels across multiple business lines.
- **Managed product plan, rollout and training for multiple products launches.** Developed competitive advantages leading to more efficient and effective operations and service delivery
- **Designed and implemented virtually based national systems training curriculum.** Provided significant cost savings and improved systems utilization.

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**Career History & Selected Accomplishments**

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**Page 2 of 2****Consultant, *Company Names, 2001 – 2004.***

Developed and implemented comprehensive e-Business solutions resulting in improved online presence, optimized online sales and improved purchase conversion. • Strategized and led mutli-department business projects to improve online experience and ensure long term business growth. • Negotiated vendor and supplier contract terms and conditions. • Developed policies and procedures related to the Internet and Intranet. • Managed client portfolio.

- **Implemented new e-Business Model.** Assessed people, processes and technology supporting departmental operations and customer needs. Developed and implemented multi-phased plan that increased operational efficiency and customer satisfaction.
- **Reengineered existing e-Commerce Operations** including online order management, vendor management, content management, online marketing and site merchandising.

**Director of Internet Business Development, *Company Name, 1996 - 2001.***

Developed the first value-added strategies and model for implementing use of the Internet as a business tool. • Enhanced productivity and profitability in all operational areas. • Oversaw e-commerce and e-business operations resulting in improved organizational effectiveness. • Directed CRM and marketing initiatives including email marketing, affiliate marketing, direct and online promotions.

- **Pioneered use of the Internet** as an internal and external business resource.
- **Drove Internet and Intranet site design and launch for multiple business lines** with diverse operations and business needs. Enhanced market share and improved strategic collaboration.
- **Improved productivity, profitability and margin contribution** thru use of the Internet across the organization.

**Consultant, *Company Names, 1995 - 1996.*** Developed innovative marketing strategies. • Led project teams in marketing service enhancements and product rollouts to existing and prospective clients, resulting in new business and increased market share.

**Marketing Specialist, *Company Name, 1994 - 1995.*** Developed and implemented the first comprehensive marketing strategies and programs for pioneer of interactive television. • Delivered presentations, functioned as media contact, managed Q & A and represented company at industry functions. • Ensured successful product rollout and effective strategic partnerships.

**Marketing Specialist, *Company Name, 1993 - 1994.*** Developed and implemented marketing strategies to improve Providers' perception of new patient care delivery model for largest U.S. rehabilitation healthcare provider. • Resulted in implementation of care model which became the industry standard.

**Marketing Specialist, *Company Name, 1991 - 1993.*** Developed a highly innovative targeted marketing program for a premiere commercial real estate developer. • Produced record lease-up of prime Class-A office space in depressed real estate market.

**INDUSTRY PRESENTATIONS and MEMBERSHIPS / PROFESSIONAL CERTIFICATIONS**

- Advisory Board Member - Careerbuilder
- Advisory Board Member - Monster
- Presenter - Google Meshworking 2.0 Summit
- Presenter - Vurv Technology Summit
- Contributor - Electronic Recruiters Exchange
- Contributor - Online Writing Digest
- Member - Society for Competitive Intelligence
- Member - National Assoc of Female Executives
- Certification - AIRS
- Certification - Intelligence Navigators

**Recommendations are viewable at: *LinkedIn URL***

**Excellent References Provided upon Request**