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Summary

Technical professional driven to excel in client communication and project management with proven ability to actively collaborate with technical and creative professionals, translating creative ideas into wide variety of technical solutions.

Experience

ExactTarget – Indianapolis, IN

Sept 2013 - Present

Technology Architect

- Validate technical design and solution
- Gather project requirements and document/map out solutions
- Provide technical consultation on ExactTarget Marketing Cloud application tool set and solutions
- Develop specialties in ExactTarget proprietary scripting languages, API, and/or integrations
- Execute advanced configuration/development activities per assigned work orders
- Build and test solutions from end to end to confirm proper operation

MediaSauce - Carmel, IN

June 2011 – August 2013

Executive Technical Director

- Worked closely with CEO and Director of Operations to outline overall business strategy, direction and vision
- Provided creative knowledge to assist Creative Directors with project outlining, wireframing, and development
- Lead Interactive Services Department to ensure project completions are on time and on or under budget
- Interacted directly with clients to assess project needs and organize a broad spectrum of requirements and solutions into a cohesive vision for an end product
- Organize and oversee all project estimates and associated project contracts
- Function as a direct connection for client's technical department to oversee all project deployments and ensure correct environments and technologies are in place
- Stayed up-to-date with current technical trends in the market and serve as the on-site knowledge base for client needs, providing a variety of creative and innovative options
- Delivered insights and metrics to provide guidance on next steps to take internally within the industry
- Conceptualized a web based SAAS platform from initial idea to functioning product.

Director of Interactive Services

December 2010 – June 2011

- Led a team of six developers, providing project calendars, outlines, technical and functional specifications
- Communicated with team members to understand their personal goals, as well as provide a vision for growth
- Worked closely with upper management to ensure deeper development and team integration within the project
- Implemented organization and strategy to ensure projects were moved through production efficiently

Business Analyst

April 2010 – December 2010

- Responsible for the creation of all project technical and functional documentation to assist developers with project guidelines and provide clients with a map of how the project will flow
- Recommended various technologies to use within a project to meet client expectations and assist in project implementation
- Assist in building out wireframes with annotations to allow for clear understanding of all details involved in a project/product.

The Schneider Corporation – Indianapolis, IN

March 2008 – March 2010

Product Manager

Concentrek: A UTI Worldwide Company – Jenison, MI

January 2007 – August 2007

Logistics Technician/Freight Pay Specialist

Meijer – Walker, MI

April 2007 – August 2007

Internship – International Inbound Logistics

Education

Grand Valley State University – Allendale, MI

August 2004 – April 2007

Bachelor of Business Administration, Seidman School of Business
Major: Business Marketing

Jackson Community College – Jackson, MI

August 2002 – May 2004

Western High School – Parma, MI

August 1998 – May 2002

Skills

Advanced knowledge of current and emerging web-based technologies and applications

Efficiently operate within a variety of Applications on multiple platforms including Apple and Microsoft.

- (Word, Excel, Power Point, Access, Outlook)
- (Textmate, Transmit (FTP), SVN, phpMyAdmin, Navicat)
- (Photoshop, Illustrator, InDesign)
- (Omnigraffle)

Functional Knowledge of html, html5, CSS, .php, .NET, JQuery, Javascript, MySQL, General API understanding

Implementation of creative marketing strategies

Interests and Achievements

Professional Interests: Collaboration, Emerging Technologies, Marketing, Client Relations, Development, and Design

Achievements: Successfully completed Dale Carnegie Sales Training, Outstanding Student – Awarded by the City Of Grand Rapids