

**PROFILE**

- 17 years providing design/development in progressively more senior roles within the Fortune 500, Top-Tier Consulting, and start-up/mid-sized environments.
- An innovative Web Content Strategist and Business Analyst who has consistently delivered large scale internet, intranet, and portal projects.
- A proven track record of managing projects with business and IT teams throughout all aspects of the project life cycle.
- Diversified technology and process experience within the Internet/Intranet, Communication, HR/Benefits', Automotive, Banking/Financial, and Consumer industries.

**SKILLS PROFILE**

**Web Languages:**

Hand Code HTML, Web 2.0, JQuery, PHP, DHTML, CSS, JSP, JAVA, JAVA Servlets, JavaScript, XML, ASP, PERL, LDAP, J2EE, JDBC.

**Graphics:**

Photoshop, Flash, ActionScript, Illustrator, Movavi Video Suite, Fireworks, Shockwave, PSP.

**Systems & Servers:**

Teamsite, Vignette, UNIX (HP, Solaris, BSDI), LINUX, DOS, Norton, Windows XP, Vista, IIS, Websphere, Netscape Web Server; Solid IBM & Apple abilities, Novell Netware, Lotus Notes.

**Development Tools:**

Firebug, Dreamweaver, Visual Studio, Visual Age for Java, PVCS, Homesite, PICO, Visual Basic, TOAD, Notepad.

**Testing/QA:**

JProbe, JUnit, LoadRunner, Resource Analyzer, Astra Site Manager.

**Databases & Other:**

Cognos Report Net, Rational Rose, UML, CICS, MS Access, SQL, Servlets, JRun, CGI, JDBC.

**Internet Tools:**

Endeca, Google Appliance, Hitbox (Omniture), Firefox, Internet Explorer, FTP, Webtrends, Eudora, Apple Talk, Kermit, Trumpet, Gopher.

**Rogers Communications, Toronto, Ontario**  
**Web Content Strategist, eCommerce**

**July 2008 – Present**  
**On Contract InfoTEK Systems**

- Carry out day-to-day content and web development of the Rogers.com, Investor Relations, and Careers.com web sites.
- Manage downloads.rogers.com and frequent update requests from account managers and wireless marketing.
- Maintained Google Appliance Search engine in 2009 and provided in 2019 Endeca Search Engine Optimization (SEO) responsibilities until Rogers was able to fill this position full time.
- Initiated and took developer lead on converting, About Rogers.com from ASP to CMS. This will allow Web Content Strategist to efficiently update content, without having to wait for an IT release that can typically take weeks or months for a single change. This year end project will be completed ahead of schedule.
- Comfortable working with a diverse group of stakeholders from executive to business clients to gather requirements and specifications for site modifications. For instance, in working as PM on the Investor Relations RSS Newsfeed update, able to communicate technical information to the VP and Director of Investor Relations in non-technical language.
- Responsible for Rogers.com Frequently Asked Questions (FAQs) which are also maintained on Endeca.
- Recommended and selected to work on specialized projects like MY5, Poseidon (iPhone4), HUP, Social Media web site (now RedBoard). Recognized in this month's ecommerce journal, for effort on hosting Blackberries' Desktop Browser on downloads.rogers.com. This allowed for over 100,000 Rogers' Blackberry customers to access this tool they were unable to download through RIMMs web site.
- Execute integration and build customized web site solutions using Teamsite, Rogers' Content Management System (CMS).
- Understanding in Web 2.0 concepts – online communities, blogs, wikis, multimedia (youtube, flicker, rss, twitter) connections.
- Hands on development of cross-browser compatible code using Rogers' web standards.
- Experience working in a Test Driven/Agile Development environments.
- Adaptable to maintain and modify existing code and content to new web services environments.
- Excellent interpersonal and customer service skills, ability to build consensus and manage relationships.
- Strong problem solving and decision making skills in a technical environment.
- Attention to detail and ability to multitask and work on multiple projects at the same time.

**WEBCO Consulting - Founder/CEO**  
**Portfolio:** <http://www.webco-consult.com>

**Nov. 1994 – Present**  
**Self- Employed**

**Canadian Internet/Intranet/eCommerce Sites:**

- Royal Bank of Canada, Toronto, Ontario – design/develop the IT department's intranet
- Bayshore Trust Company, Toronto Ontario – design/develop company web site and firewall maintenance.
- Voyageur Quest - Toronto, Ontario, Canada – design/develop entire web site, integrate online shopping cart with MS access customer database.

- DSM & Valnet Network Development, Toronto, Ontario & Torino, Italy – design/develop initial web site.
- Canadian Non-Profit Resource Network, Ontario Provincial Government - Kitchener-Waterloo, Ontario – develop online internet web site.

**Chrysler LLC, Auburn Hills, MI**  
**Business Analyst/Web Editor,**  
**Benefits/HR Portal and Business Process Integration**

**April 2004 – March 2008**  
**On Contract The Epitex Group**

- **Facilitate requirements gathering sessions with clients by suggesting ideas for improving existing content, creating new content, layout designs, and organization.**
- **Liaise with customers (Chrysler department managers) and Marketing Department to align project deliverables, and use innovative multimedia techniques to reach a broader employee audience.**
- **Work with Benefits/HR Managers to develop content for an Employee web based portal using Vignette CMA, HTML, Javascript, and Photoshop.**
- **Organize and led a team of 3 developers to develop, keyword search engine, "ASK BEN" (Ask Benefits); this helped to reduce benefits call support volumes by 75%.**
- **Provide and develop surveys for Engineering (Cell Phones/MP3/4 steering wheel wireless integration), Corporate Business Management, Marketing (email, web, and quick poll) and reports (Excel, PowerPoint) using Vovici (Perseus). These surveys helped to decide on vehicle modifications, improve user web experience, improve senior to middle management relations/communications.**
- **Create Marketplace, an employ discount's channel. Contact companies to prospect and obtain discounts for 90,000 employees throughout the US and Canada. Create & maintain a client database using MS Access.**
- **Ensure new vehicle incentive information, targeted vehicle information, the Employee e-Price Calculator and other tools for contractors and employees to purchase vehicles, is updated in a timely fashion.**
- **Analyzed monthly Omniture page performance/usability stats to understand how to better optimize site content i.e. improve on portal organization and navigation, to ensure we are reaching targeted audiences.**
- **Optimized graphics to decrease portal load times for both dial-up and broadband customers.**
- **On new portal design releases, partnered with departments and team to design/develop usability testing and conduct and prepare/present results to management and development team.**
- **Created the Corporate United Way web site, setup online donation tool using JavaScript, and converted DVD videos to Windows Media format so they can be viewed by employees on the Portal.**
- **Receive Manager and Director recognition for my ability to prioritize work effectively and meet tight deadlines.**

**Yan Design, Berkley, MI**  
**Web Content Manager**

**May 2003 – April 2004**  
**Self-Employed WEBCO Consulting**

- **Design and develop Internet web site. Yan is a Senior Interior Designer with GM – Buick. This interactive site was used to display her interior/exterior designs and to sell her artwork.**
- **Requirement gathering sessions with client, to get definitive answers to color, wording, desired layout, targeted audience, and navigation to create a clean user interface.**
- **Design/Develop and presented wireframes/layouts, SOW and RFP/RFQ as part of the sales package and to close the deal.**
- **Interacted with Yan Design to develop color schemes and navigational layouts to meet site requirements.**

**DaimlerChrysler, Auburn Hills, MI**  
**Project Compliance Manager and GUI Developer**  
**Dealer CONNECT Vehicle Information Plus**

**April 2002 – April 2003**  
**On Contract DCG Consulting**

- **Design GUI (Graphic User Interface), using Photoshop, Homesite and Dreamweaver. Write alerts, data validation, and ensure GUI is compatible with both IE and Netscape.**
- **Coordinate the development and planning of VIP with developers, management, and customers.**
- **Ensure that GUI is compliant with Dealer CONNECT design standards, color formats, screen sizing and layouts are sufficient for multi-language and international conversions.**
- **Develop VIP Project Plan using MS Project and assigned team tasks to allow us to complete the application on time and within budget.**
- **Provide project documentation during design, development, testing, staging and piloting of all applications.**
- **Prepare Functional Design, Support Requirements, Security Requirements, Site Metrics/Reporting Requirements, Test Strategy,**
- **Use Mercury LoadRunner to create test scripts. Analysis of network, load, regression, acceptance, backend failure, and memory leakage tests to meet DaimlerChrysler Dealer CONNECT standards at 100%, 200%, 500%, and 1000% congruency.**
- **Monitor and provide Management with monthly server performance matrix.**
- **Volunteer and assisted in coordinating events for Warranty Services Summer picnic.**

**Sunsoft Technologies Inc., Farmington Hills, MI**  
**Web Content Manager**

**September 2001 – February 2002**  
**Self – Employed WEBCO Consulting**

- **Design and develop Internet web site, develop layout design and CSS using Dreamweaver, create all illustrations and animations using Photoshop, Illustrator, and animation tools.**

General Motors, Detroit, MI  
GM Legal Staff  
Webmaster

March 2000 – August 2001  
Full Time  
GM Employee

- **Intranet/Extranet/Portal webmaster.**
- **Conducted several requirements gathering sessions with 20 global Legal Staff members, created wire frames for proposed work to be done, prepared RFP documentation, PowerPoint presentations, and presented RFP.**
- **Develop Java Servlets to automate manual processes.**
- **Provide intranet and web tool training to Legal Staff.**
- **Project Manager, oversee the planning and development of all web projects.**
- Develop, design and manage the GM Legal Information System (“GMLIS”), an integrated intranet user-centered system serving the legal information needs of GM Legal Staff, GM Clients, and retained counsel worldwide (Asia Pacific, Latin America, Africa and Middle East, Canada, and the United States).
- Implement, develop, and maintain related intranet sites used by GM Legal Staff and GM Clients for specialized information needs, such as GM DNR (Domain Name Registration) and GM Secretariat (Registration of GM Corporations and Business Entities).
- Coordinate the efforts of 10 Practice Area Managers and 35 content providers – in the collecting and publishing of documentation and cases to the web. Oversee and manage Consultants, Communications and Administrative staff (35 content providers) who provided content for the web.
- Manage system security by setting up and maintaining passwords for GMLIS and SCITS LDAP tables.

DaimlerChrysler, Auburn Hills, MI  
International Operations  
Web Engineer

February 1998 – March 2000  
On Contract  
TECH Team

- **Internet/Intranet/Extranet webmaster.**
- **Deployment of web based client server applications.**
- **Project Manager, oversee the planning and development of web projects.**
- Project Manager and developer for Latin America Satisfaction and Time to Repair Survey. This tool was developed using server side JavaScript using Live Wire, HTML Forms, and Java Chart to produce dynamic graphs to report results. This application is used to improve Customer service, increase efficiency of service centers, and reduce costs.
- Design and develop multimedia Customer Assistance System - User Guide CD-ROM.
- Develop dealer database: a dynamic database that works with image maps to locate dealers.
- Worked with team to develop Dealer Agent Workbench (DAW). This project allows customer relations worldwide to quickly log problems and solutions to dealer related problems.
- Lead designer and developer on International Service and Parts Retail Operations e-commerce project.
- Design and develop entire DaimlerChrysler International Service & Parts Intranet, Internet and Extranet, which spans 5 departments. New projects continue to increase employee productivity.

#### Additional US Jobs

- TRW, Automotive, Electronics Division, Farmington Hills, MI : Senior Intranet Engineer August 1997 - February 1998
- United Technologies Inc., Automotive Wiring Systems, Dearborn, MI, : Web Designer/Developer May 1996 – July 1997

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#### EDUCATION

1993 **Post - Graduate Certificate in Telecommunications Management,**  
Sheridan College, Oakville, Ontario, Canada

1991 **Specialized Honors B.A. in Political Science,**  
University of Guelph, Guelph, Ontario, Canada  
**Thesis:** “The Last Frontier” Closing the African  
Telecommunication Gap

#### CERTIFICATIONS

- 2010 **Endeca Training,** Rogers Communications
- 2010 **Self Training,** Lynda.com
- 2007 **HIPAA Compliance Training,** Chrysler
- 2006 **Cognos Reporting & Authoring,** Cognos
- 2001 **Dreamweaver Ultradev,** SmartPlanet.com
- 2000 **IT Architectures & Infrastructures,** GM
- 2000 **Business Implications of IT,** GM
- 2000 **Intranet/Internet and the Web,** GM
- 1999 **ASP for Webmasters,** SmartPlanet.com
- 1999 **Lotus Notes Database Admin.,** NTT
- 1997 **Microsoft Visual Basic,** Microsoft
- 1990 **Dale Carnegie,** London, Ontario, Canada