

SUMMARY

More than 14 years Internet and financial services technology experience. A proven track record of accomplishments in all major aspects of web and financial information systems delivery. A passion for the successful application of web-based technology towards strategic initiatives.

SKILLS

Web Design, Management & Strategy

- Extensive experience designing, developing and architecting dynamic, data-driven web sites and applications for E-commerce, lead generation, education, entertainment, business-to-business and business-to-consumer usage. Web Services and Service Oriented Architecture champion.
- Expert knowledge of most significant Internet technologies: see *Applications Proficiency* below.
- In-depth knowledge of Ecommerce and web marketing practices: Search Engine Optimization, Internet Advertising, Affiliate Programs, Web Site Analytics and Analysis.

Leadership Skills

- Extensive experience supervising development teams in cross-functional team environments.
- Good coaching skills, ability to bring out the best in all staff levels from interns to seasoned consultants.
- Skilled at both strategic and tactical planning from technology and business perspectives as well as execution of plans towards realization of defined goals.

Excellent Writing Skills/Content Management

- Technical writing, white papers, on-line training, help systems, business/technical requirements, blogging/writing for the web.
- Humberto Cruz reviewed one e-learning work in his nationally syndicated newspaper column— “[it is] as thorough as most books on the subject, but much easier to understand.”

Business/Systems Analysis

- Expert at requirements gathering and analysis, user interface design, user experience, problem solving and producing innovative solutions to complex issues.
- Perceptive at business process analysis, detecting usability issues, managing scope, and ensuring that an appropriate level of application quality is maintained at all times.
- Data analysis, data quality management, ad-hoc reporting and analytics requirements; Ability to work with both structured and unstructured data.
- Survey design, implementation and final statistical analysis.

Project Management

- Adept at identifying with the strategic “big-picture,” while simultaneously organizing the implementation of complex operational details.
- Experience includes leading successful full life-cycle design, development and deployment efforts of dozens of Web and client-based applications with millions of diverse end users.
- Comfortable with multiple project methodologies including Traditional/Waterfall and newer approaches such as Rapid Application Development and Agile Development.
- Project plans, scheduling, tracking, reporting and execution.

Financial Services/ Mortgage Banking /Housing Finance Agency

- In-depth knowledge and experience related to modern financial services technology.
 - Lead major aspects of a Single Family Loan Origination System implementation
 - Knowledge and experience with Automated Underwriting (Mortgages and Life Insurance), Automated Valuation Models, Digital Signatures, financial services e-commerce legislation and
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Housing Finance Agency compliance issues.

- Mortgage, Life Insurance and Long-Term Care Insurance Product development, automation and delivery. Proficient at both customer facing and agent/employee deliveries.

Effective Communication, Customer Relation and Negotiation skills

- Extensive knowledge of consumer behavior as gained from retail experience and many thousands of direct customer and client interactions via telephone and e-mail.
- Presentation skills, including effective delivery to novice/trainee, leadership, and expert audiences.
- Adept at vendor and client negotiations from experience performing as both the technology supplier and customer. Effective at initiating and fostering client relationships as well as synergistic business liaisons.

PC hardware/software installation, testing and troubleshooting

- PC/Server configuration, incident management, root cause analysis.
- Quality assurance and software testing.

Innovation and Inspiration

- The ability to learn and teach advanced skills and business processes efficiently and thoroughly
- **Creative drive** towards excellence that permeates my work.

EXPERIENCE

Web Project Manager

2005-Present

Richmond Web Services LLC

- Lead many aspects of a Web Design and E-commerce Solutions Consultancy. Roles supported include Website Needs Analysis and Client Proposals, Content Management Systems Integration, Search Engine Optimization, Design Standards Definition, Payment Gateway and Merchant Account Integration, Applications Design and Development as well as Client Training and Support.
- Notable assignments include Capital One Small Business (BSA), U.S. Federal Government (Web Project Management/ Content Management System Integration) and Peak Development Resources (E-Learning PM/BSA).

Business Systems Analyst/Web Systems Administrator

1999-2005

Virginia Housing Development Authority

- Instrumental in helping move VHDA into the 21st century marketplace, increasing web-site traffic over 300%. Successfully applied modern Internet and client/server technologies to re-invent major Single Family mortgage processes. Played a lead role in designing and architecting systems for B-to-B on-line Loan Reservations, Funding, Automated Underwriting, on-line product eligibility, customer payments, customer loan access, homebuyer e-learning, geographic information systems, accessible housing portal, web-site redesign, content management and more. Responsible for managing major aspects of and majority of traffic for vhda.com, vhda.org and accessva.org.

Software Designer

1997-1999

Compulife/Pie Technologies

- Designed innovative financial software solutions for use by consumers and agents of prominent financial institutions (John Hancock, Chase, etc.). Position encompassed multiple roles including lead roles in Software Design, Project Management, Analysis, Web Design and Marketing, Graphics, Consumer Education, Research, Quality Assurance, and Software-driven Insurance Sales.

Internet Support 1995-1997

(Subsidiaries of Intuit, Inc.)

Interactive Insurance Services, Galt Technologies

- Worked with Quicken InsureMarket and NETworth websites (both now integrated w/ www.quicken.com) to provide technical and customer support services for two innovative, high-traffic financial sites on the Web. Founding member of the Internet Support team. Duties involved Q&A development, customer issue resolution, website testing/troubleshooting, technical writing, training.

Customer Support 1994-1995

Intuit Inc.

- Supported Intuit's *ProSeries* line of professional tax preparation software by providing sales and technical product information to CPAs worldwide. Duties entailed high-volume telephone/ fax interaction with customers, conflict diffusion, marketing research and technical support.

EDUCATION

James Madison University 1993

Harrisonburg, Virginia

- B.A., Business Administration, Marketing Concentration

Additional Certification/Training/Awards 1996-2009

- Member of ITT Technical Institute Advisory Board (2007-2009)
- American Association of Webmasters Gold Award Winner (2006-2008)
- Foundation Certificate in IT Service Management (ITIL)(2005)
- Gallagher NetOxygen (2005)
- McIntire School of Commerce Certificates (E-business, Project Management, Aligning IT and Business Strategy Through Effective IT Governance, IT Architecture) (2004-2005)
- MapInfo (2004)
- Enterprise Web Development with ASP.NET (2003)
- SQL Server 2000/ Transact SQL (2003)
- Visual Studio.Net for VB 6.0 Developers (2003)
- Visio XP (2003)
- ADO.NET (2002)
- Visual Basic 6 (2002)
- SQL (2002)
- Active Server Pages (2002)
- Building E-Commerce Web Sites (2001)
- Project Management (2000)
- Building XML Applications (2000)
- MS Project (2000)
- Macromedia Dreamweaver, Fireworks, Flash (1999-2000)
- Cognos Reporting Tools (1999)
- Insurance Licenses — Life and Health, Property and Casualty (1996-1997)
- Successful Customer Relationships (1996)

APPLICATIONS PROFICIENCY

Web Design and Development

- ASP, Cascading Style Sheets, Web 2.0, Web Services, Database Design, HTML, DHTML, IIS, JavaScript, .NET, SQL, SQL Server, Stored Procedures, VBScript, Visual Basic, Visual SourceSafe, RSS, SSL, Accessibility/Section 508, Macromedia Dreamweaver, Fireworks, Flash, Photoshop, Acrobat Professional, Moodle E-learning, Open Source, Content Management Systems, Blog Implementation, Podcasts and more.

Web Marketing and Analysis

- Web CEO, Google Adwords, Google Adsense, Google Analytics, Yahoo Search Marketing, WebTrends

Business Intelligence/Reporting

- Excel, Cognos Impromptu, Powerplay, SQL Server 2000, T-SQL, MapInfo, Visio

General Productivity/Miscellaneous

- Microsoft Office Suite, Microsoft Visio, Microsoft Project, PageMaker, Illustrator, Quark, RoboHelp, Gallagher Millennium, Gallagher Net Oxygen, Adobe Audition, QuickBooks, Quicken, TurboTax, CD Architect, Adobe Premiere Pro