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Experience

4/2007 -
Present

VICE PRESIDENT/DIRECTOR, TECHNOLOGY ENABLEMENT

Digitas Health

Highlights:

- Maintained an attrition rate of < 8%
- Played a key role in growing the department from 6 people in 2006 to over 30 people in 2009
- Technology lead and Architect for NovoMedLink.com - an HCP RM platform with over 88,000 registered users
- Developed / Enforced procedure policies to increase efficiencies of scale within the execution of technology projects
- Grew the QA department by 150%
- Oversees 5 client business units

Duties:

- Leader of the Technology Management capability
- Manager for 10 employees
- Provide thought leadership across all capabilities on technology
- Liaison between Philadelphia and global offices to provide technological continuity across the Digitas network
- Technology evangelist responsible for the promotion of technology capabilities within the organization and to clients
- Directly responsible for staffing all projects
- Providing mentorship to the Technical Director career path
- Ensure the work environment is healthy for both the organization and the employee
- Support the technology role in new business pitches

10/2006 -
04/2007

DIRECTOR, TECHNOLOGY

Digitas Health

Duties:

- Responsible for all phases of the development life-cycle for multi-tiered web applications
- Manage the development of W3C compliant cross browser capable web sites
- Architect solutions based upon client technology ecosystem
- Schedule development resources during project execution
- Serve as the liaison between the internal team and the development team
- Gather and document project requirements
- Ensure project development is occurring on schedule and on budget

Tools and Technologies:

- VB.NET 1.1, 2.0
- HTML / DHTML / JavaScript
- MS SQL 2000 & MS SQL 2005
- Macromedia FLASH / Adobe Photoshop
- SVN
- Windows Server 2003
- Windows XP

03/2006 –
10/2006

SENIOR SOFTWARE ENGINEER

Digitas Health

Duties:

- Develop W3C compliant cross browser capable web sites
- Worked with Technical Leads to help architect solutions

Tools and Technologies:

- VB.NET 1.1, 2.0
- HTML / DHTML / JavaScript
- MS SQL 2000 & MS SQL 2005
- Macromedia FLASH / Adobe Photoshop
- SVN
- Windows Server 2003
- Windows XP

12/2005 –
03/2006

SENIOR ENVOY SYSTEM DEVELOPER

Ascentive, LLC.

Duties:

- Lead Architect, Lead Developer Envoy System
- Maintained current code base
- Maintained current database consisting of over 50,000,000 rows of data
- Enhanced system with new initiatives
- Played key role in the recruitment of development team
- Managed the development team
- Worked with entire staff on training within Envoy
- Created test scripts
- Assisted with office IT troubleshooting

Tools and Technologies:

- PHP (Object Orientated)
- HTML / DHTML / JavaScript
- MYSQL
- Macromedia FLASH / Adobe Photoshop
- CVS
- LINUX (Red Hat Enterprise)

07/2003
-12/2005

SENIOR SOFTWARE DEVELOPER

ePortation, Inc.

Duties:

- Lead Architect, Lead Developer ePortPass™ system
- Co-Developer, Co-Architect Pass&Stow™ system
- Designed, Developed Marketing Materials
- Designed, Developed Training Demonstrations
- Provided On-Site User Training for newly developed modules
- Provided Sales Support for On-Site Sales Meetings
- Troubleshot and solved in-field user issues
- Designed, Developed ePortation's corporate web presence – www.eportation.com
- Administer the Pass&Stow™ and ePortPass™ MYSQL Databases
- Lead Architect, Lead Developer: ID3D Bio-Metrics Device Interface
- Research and Develop new technologies

Tools and Technologies:

- PHP (Object Orientated)
- HTML / DHTML / JavaScript
- MYSQL
- Macromedia FLASH / Adobe Photoshop

- C# / Visual Studio
- CVS
- LINUX (Fedora Core, CentOS, Red Hat Enterprise)

09/2001 -
01/2003

CONTENT ENGINEER

WorldGate Communications

Duties:

- Enhanced and maintained the Walled Garden product
- Architect / Lead Developer for the Go!TV Games Portal
- Architect / Lead Developer for an in-house content Administration Tool
- Solved in-field issues
- Developed WorldGate's 2nd generation corporate web site
- Setup and maintained production / development servers (LINUX, PHP, MYSQL)

Tools and Technologies:

- PHP / PERL
- HTML / DHTML / JavaScript
- Adobe Photoshop
- MYSQL
- CVS

02/2001 -
06/2001

SR FRONT END WEB DEVELOPER

DigitalHire

Web Duties:

- Designed and Built corporate Web Site
- Modified HTML, JavaScript and JSP code for Internal Application Screens improving overall user experience and improving download time

Print and Presentation Duties:

- Enhanced the pre-existing Flash Presentation
- Worked with Management and Sales to develop the DigitalHire Sell Sheet
- Created the investor Power Point Presentation

Tools and Technologies:

- HTML / DHTML / JavaScript
- Java Server Pages
- Adobe Photoshop / Illustrator
- Macromedia Dreamweaver / Flash

06/2000 -
02/2001

SR HTML DEVELOPER

Investor Broadcast Network

Duties:

- Enhanced and Maintained HTML/JavaScript/JSP Code and Graphics on parent sites
- Designed/Developed single and multi-page sub sites
- Served as a technical consultant to management team on proposed projects
- Mentored web development staff

Specific Accomplishments:

- Re-Vamped child site
 - Automated home page and sub pages to allow managers to update data via an admin tool and web interface
 - Visually Enhanced home page and Navigation Bar
 - Re-Coded/Re-Designed/Re-Architected a formerly static section into a dynamic page updated by managers via web based admin tool.
- Primary Designer/Developer for the company's new web

presence.

Tools and Technologies:

- HTML / DHTML / JavaScript
- Java Server Pages / Cold Fusion
- Adobe Photoshop / Illustrator
- Macromedia Dreamweaver
- Microsoft Access

05/1999 -
6/2000

E-BUSINESS WEB CONSULTANT/PROJECT MANAGER

CoreTech Consulting Group

Duties:

- Principal HTML, DHTML developer on E-Commerce Projects
- Created functional Web Sites from existing GUI Designs
- Created GUI designs
- Devised site flow and navigational structure and concepts
- Lead Consultant on Web Browser capabilities

Main Projects:

- Independent Blue Cross QAS application
- Hussmann Corporation catalog site
- CertainTeed Corporation - Siding Division retail site
- Black Belt Magazine - Official Web Site

Tools and Technologies:

- HTML / DHTML / JavaScript
- PHP / Java Server Pages / Cold Fusion
- Adobe Photoshop
- Macromedia Dreamweaver
- IBM WebSphere / Net.Commerce
- MYSQL - DB2

09/1997 -
05/1999

PROJECT LEADER/WEB DEVELOPER

Red Sector A Corporation (purchased by CoreTech Consulting)

Project Leader Duties:

- Managed teams of designers and programmers on multiple projects
- Chief Coordinator and Client Liaison
- Quality Control
- Gathered, Proofread and Edited Web Site Content
- Prepared monthly billing statements for current clients

Web Developer Duties:

- Updated client sites
- Managed web server access logs

Education

1993 - 1996 **BACHELOR OF ARTS DEGREE IN COMMUNICATION/JOURNALISM**
Rowan University

1992 High Point University

Personal

1996 - **CREATOR / DESIGNER / DEVELOPER**
present Slender Music – <http://www.slendermusic.com>

Slender Music is my personal venture. It's an underground music resource with over 180 music reviews and columns. I developed/implemented all graphics and logic.

Tools and Technologies:

- HTML / DHTML / JavaScript
- PHP
- Adobe Photoshop
- MYSQL

PORTFOLIO

<http://geoff.slendermusic.com>