

HIGHLIGHT of QUALIFICATIONS

Multi-disciplined IT professional with the technical versatility to develop software ranging from IBM legacy to 'C' to Visual Basic to Web Development. With strong analytical ability, can turn business models into complete enterprise systems. With effective quality testing and relationship driven customer service, deliverables consistently exceed customer expectations.

PROFESSIONAL EXPERIENCE

BERGER BROTHERS CAMERA & DIGITAL, Amityville, NY **2002-Present**
Web Developer / Web Producer (www.Berger-Bros.com)

A photographic and electronics retailer selling to professional and consumer markets. Sales done via an eCommerce storefront and two traditional retail locations. Main responsibilities include the design and coding of HTML / CSS based web pages, the cultivation of a strong brand image, and search engine optimization and marketing.

- Build and maintain large catalog database running on a MIVA eCommerce platform.
- Design and creation of "call to action" images and banner ads using Photoshop CS2.
- Responsible for Search Engine Optimization. Campaigns created using Organic, Google Adwords, and channel feeds (Froogle) to gain top placement in a very competitive marketplace.
- Generate monthly Newsletter and maintain an email list of over 19,000 customers.
- Process online orders and facilitate customer service issues.

WEBSHARE MEDIA, Floral Park, NY **2001- Present**
Owner / Developer (www.WebShareMedia.com)

Catering to small businesses and community organizations. Mission is to design and create hi-quality, affordable web sites fostering good customer relations with attentive service and quality products.

- Client Portfolio: (www.WebShareMedia.com/business.htm)
- Formulate business proposals.
- Design and develop web sites using HTML and JavaScript.

COLUMBINE JDS, Inc., New York, NY **1989-2000**
Senior Programmer / Analyst, Agency Solutions Group (1997-2000)

A leading supplier of media management software, the New York office of Columbine JDS develops and maintains software products for advertising agencies. Responsibilities included designing specifications and writing code for new product development.

- Re-engineered the Direct Agency Rep Exchange (DARE) System from IBM assembler to a 'C' based, in-house GUI system. One of Columbine's first thin-client endeavors, this task employed the company's leading GUI technology resulting in the first complex, fully integrated Windows look and feel product.
- Worked closely with client account executives to diagnose and resolve software problems recommending software changes, workarounds, and fixes as appropriate.
- Assisted corporate trainers in the development of seminars for new product releases.
- Managed junior programmers defining project specifications and resource allocation.
- Provided programming time analysis and pricing estimates for upper management.
- Project leader of the Y2K remediation team working to recode, test, and redeploy all of company's software. Managed the Y2K task force assembled during the critical New Year's weekend.

Junior Programmer / Analyst, Agency Solutions Group (1989-1997)

- Member of the programming team that pioneered the use of 4th generation languages (Visual Basic and Access). Developed the first Media Prebuy System with a Windows interface and SQL database.

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- Developed a fully integrated automatic spot placement system. This Brand Allocation application contained the complex business rules needed to ensure TV time was purchased according to agency requirements.
- Worked with client requirements to develop a method to track outstanding payments by writing an Aged Payable report. This report functioned across all media systems and is in use by all clients.

VOLT DELTA RESOURCES, Inc., New York, NY

1983-1989

Junior Programmer

- Development team member producing the earliest caller based directory systems for goods and services. Coined the "Talking Yellow Pages", this product was installed across the country.
- Acted as technical support personnel during client demos and new business acquisition meetings.
- Wrote several database extract programs to allow data to flow from legacy systems to on-line applications.

COLUMBIA SAVINGS BANK, Queens, NY

1982-1983

Computer Operator

Monitored daily online processes and managed nightly production jobs.

DEVELOPMENT SKILLS

Languages: HTML, JavaScript, CSS, 'C / C++', Visual Basic 6, IBM Assembler
Databases: MS Access SQL, Oracle SQL
Tools: MS Office, MS Access, PhotoShop CS2, Homesite 5.2, Dreamweaver 6.0
SEO: Google Adwords, Organic, Froogle Data Feeds
eCommerce: MIVA 4.0 / Storeman
Hardware: PC, IBM RS / 6000,
Platforms: Windows / XP / Vista, UNIX / AIX

EDUCATION

B.S., Computer Science, St. John's University, Jamaica, NY. Dean's List. 1982
 Continuing Education in Computer Technologies, Hofstra University, Uniondale, NY Ongoing