

Senior webmaster with over 10 years experience managing B2C, B2B and community-based websites. Talents include development, design, SEM strategy & execution, rapid redesigns and a deep knowledge of standardized practices.

## SPECIALTIES

- Translating business goals into actionable web strategy and measure success through website analytics and multivariate testing
- SEO & PPC strategy and execution, lead generation, lead nurturing, social media strategy and integration, landing page optimization, Google Analytics & multivariate testing tools, strong XHTML/CSS skills, C#/VB.NET development
- Experienced in most website management specialties such as domain management, e-commerce and SSL certificates

## LANGUAGES

Standards-compliant XHTML (advanced), CSS (advanced), JavaScript/AJAX (intermediate), XML (intermediate), VB/C#.NET(intermediate), able to quickly learn new languages

## EXPERIENCE

### **Ipswitch, Inc., Lexington, MA - May 2000 to July 2010**

- Planned and managed close to 40 product launches on Ipswitch's websites, most notably [www.ipswitch.com](http://www.ipswitch.com) and [www.whatsupgold.com](http://www.whatsupgold.com)
- Managed over 25 website launches and redesigns in all aspects; from initial research to launch day activities, bringing in the right stakeholders at the right times
- Regularly reached out across department lines to share and hear ideas and discuss new technologies, from troubleshooting installer issues with R&D to holding a session in 2008 with the executive board on business cases for Twitter

### **Senior Webmaster - Ipswitch Network Management - May 2009 to July 2010**

- Working with a team of writers to reshape existing content, I increased organic search engine traffic YOY from 231k to 345k [33% increase] and specifically increased web site engagement in the highly targeted US/Canada audience YOY by:
  - » Time per visit from 1:47 to 2:50 [37% increase]
  - » Pages per visit from 2.86 to 3.44 [17% increase]
  - » Conversion rate from 3.3% to 4.9% [32% increase]
- Developed a series of high-converting [12%-15%] landing pages for various PPC and organic campaigns [<http://bit.ly/av222h> and <http://bit.ly/aAXr9J>]
- Grew Facebook fan page membership from less than 100 fans to 850+ fans [[facebook.com/WhatsUpGold](http://facebook.com/WhatsUpGold)] while coordinating an unofficial, cross-department team of employees passionate about social media to engage with fans regularly
- Working with product management, designed and developed [getnetworktools.com](http://getnetworktools.com) to promote a new, free toolkit for network engineers [<http://bit.ly/c2Q8ZV>]
- Vetted and implemented a lead nurturing process using Pardot Marketing Automation and worked with Marketing team to figure out how best to assimilate into our goals
- With members of R&D, helped customized and coordinated the launch of wugSpace: The WhatsUp Gold Support Community running on the HiveLive platform [<http://bit.ly/cvwzns>]

### **Senior Webmaster - Ipswitch, Inc. - December 2005 - May 2009**

- Led the successful transition of one corporate website into three independent product-based websites
- Regularly advised multiple departments on best practices and new technologies, both in web development and Internet marketing
- Developed an IP geolocation service to serve country-based content and pricing

- Designed an SEO-friendly domain-level redirection process to manage website moves due to acquisitions and rebrandings
- Reported on website traffic, lead conversion and ecommerce and identifying key metrics while emerging trends

**Webmaster - Ipswitch, Inc. - January 2002 to December 2005**

- Managed day-to-day operations of company websites while improving problem areas
- Introduced, advocated and implemented W3C and WCAG website specifications into Ipswitch properties
- Developed lead collection and registration processes for event attendance and white paper distribution
- Collaborated with WGBH Public Radio in developing pod101.com [defunct], a shared web property supporting Ipswitch's sponsorship of WGBH Morning Stories podcasts
- Installed, customized and managed a Google Search Engine appliance for website search

**Assistant Webmaster - Ipswitch, Inc. - May 2000 - January 2002**

- Validated cross-browser compatibility of Ipswitch's corporate website using various test environments
- Mined weblog data for key statistics and reported on emerging trends to the Internet Marketing Manager
- Provided first-level support for issues and acted on feedback reported on the website
- Served as Project Manager for all marketing promotions on website

**OTHER EXPERIENCE**

**Congressman Martin T. Meehan, Lowell, MA**

*District Scheduler - November 1999 to May 2000*

*Congressional Aide - November 1998 to November 1999*

- Liaised for Congressman with the staff, public and other Members of Congress
- Assessed casework for problems requiring legislative action and made appropriate recommendations
- Prepared detailed itineraries for the Member, including vital numbers, locations and contact names
- Ensured the Member was provided with proper briefing materials & speaking notes for each event

**SOCIAL MEDIA**

Experience with promoting products and own brand through LinkedIn, Twitter, Facebook, Google Buzz, Tumblr, Delicious and syndication services such as FriendFeed, FeedBurner, Technorati, Ping.fm

**SOFTWARE**

Well versed in Adobe Dreamweaver, Photoshop & Illustrator, MS Visual Basic, Google AdWords, Google Analytics, Omniture Web Analytics, MS IIS, MS SQL Server, able to quickly learn new software