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Summary of qualifications

Proven visionary, team leader and manager who has successfully built Web and e-marketing programs for NBA basketball teams, top universities, respected art museums, and national convention centers. Led two NBA teams to number one ranked sites, was published for having one of the top 20 most usable sites in higher education, and was recognized for best social media practices. Practical and versatile manager with demonstrated experience forging successful marketing strategies and subsequently building and leading teams to meet tangible and measurable goals. Team player who is equally comfortable at the "10,000 foot" budget and strategy level, as well as the hands-on design and development level.

Core Competencies

- Internet marketing
- Analytics backed E-marketing
- Web design, layout, strategy and implementation
- Web standards and technologies

- Cutting edge social media tactics
- Branding & Re-Branding
- Team development and management
- Budget strategy and management

Work experience

Rice University
July 2008 – Current

Director of Web Development
Coached a small team of Web editors, designers, developers, and social media specialists to remodel 117 Web sites to be brand compliant in less than two years. Launched content aggregation program that successfully spread branded content to hundreds of partner sites. Led university-wide project to transfer hundreds of clients into a new enterprise level content management system and implemented Web brand standards for all university departments and schools. Implemented content and social media strategy that resulted in a 21% increase in traffic to Rice.edu and a social media ranking higher than most Ivy League schools (Klout & PeerIndex). Lead team to successfully push numerous stories viral in online traditional media, as well as social media. Advisor to the president, board of trustees, and university community on best practices for the Web and social media, both in terms of proactive brand management and crisis management.

July 2007 – July 2008

- **Associate Director of Web Development**
  Took the lead on re-branding of Rice University while collaborating with hundreds of departments, schools, and institutes to build brand compliance, creating a seamless and cohesive user experience for Rice.edu. Developed talented and versatile team to transform Rice.edu into a world class Web site with an award winning look and feel. Site boasts full analytics implementation and meets W3C, Section 508, and mobile device standards.

Houston Rockets, Houston Comets and Toyota Center
January 2006 – July 2007

- **Promoted to E-Marketing Manager**
  Implemented strategies generating over 4.5 million dollars in revenue during the 2007 season. Oversaw e-mail element of the Strategic Planning / Database Research department. Forged e-mail marketing strategies for three global opt-in databases, directed list management, and collaborated with NBA to implement "Fan ID", unifying e-mail marketing across the NBA. Also spearheaded the drive towards emerging technologies such as SMS marketing, live support for ticket sales, mobile phone ticketing, and analytics technologies.

June 2005 – January 2006

- **Promoted to Manager, Visual Communications**
  Crafted a "360" strategy to unite all branding and marketing efforts (Internet, Print and E-mail advertising) while generating revenue through ticket sales, community charities, and corporate sponsorships. Successfully worked as a part of a team to re-brand the Rockets with the "Live It. Every Day, Every Game" campaign, an effort to create a standard identity for the Rockets on a global basis.
- Assembled and developed staff of four to implement branding initiatives, direct mail, and print campaigns.

September 2004 – June 2005

- **Web Marketing Manager**
  Generated global marketing strategy which elevated the site to the #1 most trafficked team site in the NBA in under a year. Also conceived and implemented strategy to convert viewers to buyers resulting in more than 3 million dollars in ticket sales during the 2004-2005 season. Accountable for all corporation Web properties, including www.rockets.com, www.toyotacentertix.com, and www.houstoncomets.com. Managed day to day operation as well as design, strategy, and budget for the department.

Cleveland Cavaliers / Gund Arena Company
2001 – 2004

- **Web Manager / Web Master**
  Successfully doubled traffic on www.clevelandcavaliers.com in less than one year. Responsible for design, layout, development, and maintenance of all three Web properties including www.clevelandcavaliers.com. Executed strategy to exponentially grow the Cavaliers' e-mail marketing Database. Conceived and implemented multiple Web marketing strategies, business plans.

Xtrasource Inc
1999 - 2001

- **Web Master / Web Developer**
  Charged with design, construction, and implementation of www.xtrasource.com, including all imagery and Flash presentations. Cooperated with marketing department to increase sales leads through search engine optimization and site indexing.

1996-1999

- **Freelance Web Developer**

Professional Accomplishments

Rice University
- Successfully converted hundreds of client sites to new enterprise content management system.
- Centralized enterprise level analytics for the Rice domain and all sub-domains.
- Worked cross departmentally to coach best practices for Web and social media.
- Increased traffic to rice.edu by 21% in one year with analytics-based content plan.
- Recognized for best practices in social media by Higher Ed peers.
- Launched Web style guide for university brand standards.
- Successfully remodeled 117 client sites in under two years to be brand compliant.
- Won the "Noteworthy" award from eduStyle for remodel of www.rice.edu homepage (January 2007).
- Published in "Usable Higher-Ed Homepage Design" as one of the top 20 most usable sites.

Houston Rockets
- Grew online ticket sales to 50% of all single game tickets sales in 2006-2007.
- Successfully increased online sales revenue to 4.5 million dollars over the course of the 2006-2007 season.
- Developed strong brand for Rockets.com resulting in 98% of all traffic to Rockets.com being direct traffic with average users visiting the site four times per week.
- Successfully tripled revenue from all e-mail marketing campaigns in the 2006 season.
- Recognized for e-mail marketing best practices by the NBA for a successful "match-back" campaign in 2006.
- Recognized by the NBA for best practice by increasing the Opt-in database by over 10,000 new subscribers with a viewing party campaign in early 2006.
- Drove Rockets.com to become the most visited site in the NBA (April, 2006), averaging 2.4 million visits per month and spiking as high as 4.5 million in season.
- Tapped the global market by re-launching Rockets.com in three different languages.
- Helped corporate sales department realize a 2.5 million dollar per season revenue stream in Web properties.
- Remodeled and re-launched the mission critical www.toyotacentertix.com on time and under budget. The company saved over $40k on annual basis while generating an average of $3 million per year in ticket sales.

Cleveland Cavaliers
- Collaborated with team that made www.clevelandcavaliers.com the #1 ranked site in the NBA.
- Won "Big Idea of the Year" Award with process to stream audio and video saving $65,000 annually.
- Worked to successfully re-brand the Cleveland Cavaliers to their current logo and colors.
- Doubled traffic on site in less than one year through SEO, DOM, and W3C recommendations and practices.
- Recognized by the NBA Best Practices for the successful launch of CavaliersTV.com a live video news channel online.