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Employment History

EasyToBook GmbH
Strategic - Operational Director
Zürich, Switzerland
February 2007 – Current

Leading strategic ecommerce and online marketing initiatives critical to the on-going growth within the online travel industry. Initiatives include creating new strategic partnerships, globalization of website, expanding hotel inventory by 1000%, evaluation of new products, redefining online marketing channel strategy, creating content localization workflow and reorganization of internal business processes to increase efficiency and scalability to support the 1000% growth in business.

- **Strategic Projects:**
 - Created online travel industry partnerships for expanding hotel portfolio.
 - Globalization of hotel portfolio expanding from 1 city to 1,250 cities.
 - Develop search algorithm for improving the hotel search results.
 - Created relations with Google Adword Sales and Map Departments.
 - Open international head quarters in Zurich, Switzerland.

- **Online Marketing Projects:**
 - Web traffic analysis monitoring and reporting.
 - Management of Google Adword (CMP & CPC) campaigns
 - Social network marketing campaign proposal.
 - Affiliate marketing program proposal providing banner campaigns and while-labels websites using XML API.
 - Search Optimization Strategy (SEO) Proposal:
 - Location Landing Pages, Location Based Content
 - URL Structure using keywords based on location and hotel names.
 - Create unique location content describing tourist interests available in each location.
 - Created Point of Interest (POIs) database to highlight tourist interest in each city.
 - Google and Yahoo! Sitemaps proposal.

- **Usability Projects:**
 - Website Redesign
 - Google Map API
 - Google Custom Search API
 - Product Page Improvements
 - Search Navigation Improvements

Websites:

- <http://www.EasyToBook.com/>
- <http://www.searchforhotels.com/>

Joe's Media B.V.
e-Business Consultant
Zürich, Switzerland
June 2006 – Current

Development of e-commerce websites and management of online marketing campaigns for SMEs and independent artists.

- **Online Marketing Projects:**
 - Google Adword Campaigns
 - Banner Design and Management
 - Google and Yahoo! Sitemaps
 - Google Map Content Creation
 - Social Network Marketing Campaigns.
 - Affiliate Marketing Partnerships
 - SEO Optimizations
 - Keyword Rich URL Structures
 - RSS Feeds
 - Web traffic analysis
 - e-Newsletter Campaign management
 - SMS text messaging broadcasting

- **Web Development Projects:**
 - OScommerce (CRE Loaded & Zen Cart) Development
 - CactuShop Development
 - Joomla Development
 - PhotoStore Development
 - VBulletin Development
 - Usability
 - xHTML & CSS Validation
 - Web 2.0 Development
 - Google API Development
 - mySQL Administrations
 - Payment Gateway Integrations
 - CRMsugar Development
 - SMS gateway Integration

Websites:

- <http://www.TeleTools.nl/>
- <http://www.Tele-World.nl/>
- <http://www.ThomasGreen.com/>
- <http://www.JohnSinclair.us/>

TomTom International B.V.
Global Web Manager
Amsterdam, the Netherlands
June 2005 – June 2006

Recruitment, team-building and management of the Web Marketing Team responsible for executing and evaluating all TomTom web communications, based on budget and in alignment with TomTom's IPO tactical marketing plan. Created new business processes for handling the demand of website maintenance and new web projects supporting Global MARCOM, Sales Department, PR Team, Investor Relations and Customer Support Department activities.

- **Online Marketing Projects:**
 - Web traffic analysis
 - Public Relation proposal for creating partnership with external webmasters which operate TomTom related forums and blogs.
 - Management of Online Media Campaigns
 - CRM integration projects RightNow and Customer Support website for automation of FAQs based on daily support calls.
 - SEO Strategy Proposal
 - Managed External Agencies
 - Education of MARCOM Managers on how to write product descriptions for the internet to improve Product Pages.
 - Public Relations and Investor Relations New Release Creation and Publishing Process.
 - Google and Yahoo! Sitemap creation and publication.

- **Branding Projects:**
 - Created Style Guide for TomTom's global marketing and sales activities.
 - Online Style Guide
 - Website Redesign

- **Strategic Projects:**
 - Strategic e-Commerce Proposal
 - Build strong relations with internal departments to support web activities:
 - Content Services Relations
 - IT Department Relations
 - Sales Department Relations

- **Usability Project:**
 - Created internal Usability Testing Procedure for all online activities.
 - Globalization of B2C product catalogs.
 - Product Page Review
 - CSS consolidation

1. **Content Management Projects:**
 - CMS requirements, proposal and rollout projects.
 - Web Content Change Request and Error Reporting Processes
 - Translation and Localization Process Creation and Management
 - Product content lifecycle process.
 - Investor Relation website management consisting of IR News Releases, Live - Streaming audio/video broadcasting.
 - Globalization of B2C product catalog.

Websites:

- <http://www.TomTom.com/>
- <http://www.TomTom.com/pro/>
- <http://investors.tomtom.com/>
- <http://www.TomTom.com/support/>
- <http://www.TomTom.com/plus/>

Philips International B.V.
Philips Consumer Electronics
European Marketing Department – eCRM and e-Business Department
Consumer Electronics European Web Manager
Amsterdam, the Netherlands
October 2001 – June 2005

Recruitment and management of a six-member Central Web Management Team consisting of Content Managers, Web Masters, Web Designers, Web Developers, Flash Designers/Developers and Interns) Responsible for managing 28 localized B2C and B2B consumer electronics product catalog websites, over 2000 Microsites and 8 E-Learning solutions, for 28 European countries.

- **Online Marketing Projects:**
 - Web traffic analysis
 - Management of online media campaigns.
 - Microsite Campaigns
 - Development and Rollout of Global Banner Management System
 - CRM Integration Projects
 - SEO Strategy Proposal
 - Managed External Agencies
 - Philips Online Academy website to educate retail store staff on Philips CE products.
 - Requirement, testing, process creation and release of Epiphany CRM for global e-newsletter campaign management.
 - ATG Dynamo Scenario Management
 - Online Consumer Persona and Segmentation
 - Management of External Agencies
 - European e-Business Legal Training, Research and Review Projects

- **Branding Projects:**
 - Global Microsite Branding Requirements
 - Global CE Branding Requirements
 - Development and Rollout of Global Microsite Branding System
 - Domain Name Consolidation and Request Procedure

- **Usability Project:**
 - Usability Testing
 - Online TV Suggestion Tool
 - Proposal for Global CE Web Navigation

- **Content Management Projects:**
 - Globalization of B2C and BCB Product Catalogs
 - Web Content Change Request and Error Reporting Processes
 - Trigo (IBM WebSphere) CMS Requirements, Proposal and Rollout Projects
 - Content Translations and Localization Process Creation and Management.
 - Product Content Lifecycle Process
 - Web/Print Product Content Consolidation

Websites:

- <http://www.Consumer.Philips.com/>
- <http://OnlineAcademy.Philips.com/>
- <http://Business.Philips.com/>
- <http://www.Streamium.com/>
- <http://www.Support.Philips.com/>

Xtalis N.V.
IT Department
Manager of Web Development
Amsterdam, the Netherlands
January 2001 – September 2001

Recruitment and management of a four-member Web Development Department consisting of Web Developers and Web Designers that maintained six localized European websites. The Xtalis website was used for promoting the service of offering Small and Medium Sized Businesses (SME's) an affordable customized website solution which could be online within 48 hours.

DotNet Consulting
Graphical User Interface Developer
St. Louis, Missouri, USA
January 2001

A consultant project for the St. Louis Police Department which involved designing and developing the GUI, graphic user interface, for an GPS tracking application used in squad cars for documenting traffic accidents. All pages developed to be lightweight for fast communication from a wireless connection.

TALX Corporation (The Frick Company)
Department of Web Development and Consultancy
Web Designer / User Interface Designer
St. Louis, Missouri, USA
May 2000 – January 2001

Core area of responsibility was to design the Frick Company website which was used for promoting their unemployment cost management, internet and intranet human resources applications services and employee tax management services. Concept designed and developed GUIs for online human resource management applications. GUI consultant for WorkScope application customization projects for BankOne in Chicago. Specialized in creating JavaScript form validation scripts and to solve cross-browser compatibility issues to support online application development.

Group360 Communications (formerly Color Associates Creative Group)
Graphic / Web Designer
St. Louis, Missouri, USA
May 1998 – May 2000

Created digital photographic and eMedia solutions for Fortune 100 clients from the communications, consumer electronics, beverage, pharmaceutical, and fashion industries.

Momentum Worldwide (formerly The Waylon Company)
Software Instructor Consultant
St. Louis, Missouri, USA
May 1998

Presented a two-day workshop instructing the creative and production departments the newest versions of graphic design applications: Adobe Illustrator 7.0, Adobe Photoshop 4.0 and QuarkXPress 4.0.

JWT Specialized Advertising
Advertising Designer
St. Louis, Missouri, USA
March 1998 – May 1998

Designed advertisements for employment campaigns within the fashion and beverage industries

Freelance Web Designer
Austin, Texas, USA
October 1996 – March 1998

Used Adobe PhotoShop, HTML and JavaScript to produce websites and banner advertisements for local businesses.

Custom Printing Inc.
Graphic Designer / Typographer
Belton, Texas, USA
May 1994 – October 1996

Designed graphics for specialty ads printed on coffee mugs, Chiller, Igloo, and Rubber Maid products. Extensive pre-press preparations for spot color separating and half-tone production. Worked together with the marketing and sales departments for designing seasonal promotional graphics.

Killeen Daily Herald
Advertising Designer
Killeen, Texas, USA
March 1994 – May 1994

Designed retail advertisements for local businesses for daily news publications.

U.S. Department of Defense
234th Base Support Battalion – Marketing and Advertising Division
Graphic Designer
Giessen, Germany
February 1991 – January 1994

A civilian position within the Department of Defense community services program, which offers military personnel and family members, educational, medical social and entertainment services. Projects involved designing advertisements for Stars and Stripes Newspaper and community magazines, posters, billboards and brochures publications.

U.S. Department of Defense
8th Army - Training Support Activity Korea (TSAK)
Graphic Designer/Illustrator
Taegu, South Korea
August 1988 – June 1989

A civilian position within the Department of Defense training services, which offers training presentation materials and equipment to military training. Projects involved designing training materials which, included posters, charts, manuals and brochures. All graphics were produced using traditional pen and ink illustration and typography techniques.

Education

ROC van Amsterdam

Dutch Language Program

Amsterdam, the Netherlands

June 2003- September 2003

St. Louis Community College

Multi-Media Design and Internet Development Programs

St. Louis, Missouri USA

June 1999 – December 2000

Southwestern Illinois College

Bachelor of Science Education Program

Belleville, Illinois USA

May 1998 – June 1999

Big Ben University

German Language Program

Giessen, Germany

September 1991 – December 1991

Art Institute of Philadelphia

Advertising Design Program

Philadelphia, Pennsylvania, USA

October 1990 - June 1991

University of Science and Art of Oklahoma

Bachelor of Fine Art Program

Chickasha, Oklahoma, USA

September 1989 – May 1990

Taegu American School

High School Diploma

Taegu, South Korea

September 1985 – June 1989

e-Business Training

Implementing Target Advertising

Google Adword Webinars
January - April 2008

- Introduction to Optimization
- Optimization Goals

User Experience 2005

Nielsen Norman Group
London, United Kingdom
October 2005

- Search Engine Marketing
- Designing a User Experience Organization
- Effective Online Product Merchandising
- Web Metrics: Assessing Website Performance
- Online Customer Support Success
- Content Management Requirements for Websites and Intranets

Project Management

PMProfessional Learning
London, United Kingdom
September 2005

Writing for the Web

Malcolm Davison - WritingForTheWeb.co.uk
Amsterdam, the Netherlands
August 2005

Trigo Content Management Training

Trigo Technologies Inc.
Eindhoven, the Netherlands
May 2004

Epiphany CRM Management

Epiphany Inc.
Amsterdam, the Netherlands
June 2002

ATG Scenario Development

Delante Group Inc.
Eindhoven, the Netherlands
April 2002

ATG Microsite Development

Delante Group Inc.
London, United Kingdom
November 2001

ATG Dynamo Introduction

Portal/Personalization/Application Server

Delante Group Inc.
Eindhoven, the Netherlands
October 2001