

Andrew Ziola

732 S. Washington, Elmhurst IL 60126 - 312-593-2372
andrew@andrewziola.com andrewziola.com linkedin.com/in/andrewziola

PROFILE

A dedicated, savvy webmaster, and persuasive communicator with 17+ years' experience in web development and online marketing. Specializes in responsive, usable designs, with targeted calls to action, tracking opportunities with analytics.

EXPERIENCE

IRI

Chicago, IL

Website Director, Marketing

2008 – present

Manage company's international websites, intranet, mobile apps, email campaigns, customer extranets, SEO/SEM and social media. From user experience, design, development, production, and infrastructure. Branding.

- Consolidated 9 global websites into 1 CMS platform
- Consolidated 10 global intranets into 1 global intranet, doubled traffic in 2 years.
- Added 26% new opt in email accounts in 1 year and tripled the number of subscriber accounts.
- LinkedIn group size grew from 564 members to over 22,000 in 5 years.

Leapfrog Online

Evanston, IL

Web Producer

2005-08

Design, code, and maintain e-commerce and content-heavy websites. Search Engine Optimization for organic search and paid search traffic. Manage web hosting, email, databases, domain names, forums, and Content Management System. Oversee website customer service, multivariate testing, and advertising networks. Online customer acquisition for financial products, cable services and automotive industry.

- Built and maintain over 12 websites.
- Natural web traffic of content website up 1100% and sales up 300%
- Consumer website orders quadrupled in 1 year
- Product take rates up between 10%

Focal/Broadwing

Chicago, IL

Manager of Web Applications, Marketing

1999 – 2004

Develop, build, and manage company internet, intranet, extranet, and commerce sites from development to production, administration and maintenance. Manage web team.

SKILLS

HTML	ASP.NET	Blogs	Dreamweaver
CSS	Interactive Marketing	Mobile App Development	Social Media
Lead Generation	jQuery	WordPress	Email Marketing
Scrum	Branding	PhotoShop	JavaScript
User Experience	Web Applications	Content Management Systems	Search Engine Optimization
Intranet Applications	Responsive Design	MySQL	E-Commerce
Online Advertising	Agile Methodologies	PHP	Video Editing
SharePoint	Website Analytics		

EDUCATION

Marquette University

Milwaukee, WI

Bachelors of Business Administration