

Andrew Ziola

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Website Developer - Designer

Professional Profile

- In demand web developer/designer with over 10 years of professional web design and management experience.
- Proven ability to transform concepts into online, interactive reality. Built over 50 web, extranet, and intranet sites. Combine creative, artistic talent to deliver revenue enhancing, universally accessible, marketing orientated sites that exceed sales projections and streamline sales processes.
- Savvy webmaster, and polished, persuasive communicator with experience in:
 - Web Team Management
 - Website Construction
 - HTML
 - Search Engine Optimization (SEO)
 - Website Design
 - Email Marketing
 - Blogs
 - Forums
 - Graphics
 - Electronic Newsletters
 - Project Management
 - Database Management
 - Public Websites
 - Customer Extranets
 - Intranet Applications
 - Online Training
 - Digital Photography
 - Statistical Reporting
 - Audio and Video for the web

Advanced Computer and Technology Skills (Years Experience)

- HTML (12)
- XHTML (5)
- JavaScript (10)
- CSS (7)
- MySQL (3)
- Adobe Dreamweaver (10)
- Adobe Fireworks (9)
- Adobe Flash (6)
- Adobe PhotoShop (8)
- Adobe Illustrator (4)
- PHP (7)
- Java Server Pages (4)
- ASP .NET (1)
- CGI (5)
- RSS (3)
- Cookies (5)
- WIKI formatting (4)
- Microsoft FrontPage (5)
- Microsoft Sharepoint (2)
- Lotus Notes and Domino (5)
- Interwoven Teamsite (1)
- DotNetNuke (1)

14+ years - Microsoft Office, Internet Explorer and Netscape, Windows 95/98/2000/NT/XP, GroupWise, PC and Macintosh.

Professional Experience

Website Director

11-2008 to present Information Resources, Inc. Chicago, IL

Manage company website, intranet, email campaigns, internal web tools.

Website Producer

06-2005 to 11-2008 Leapfrog Online Evanston, IL

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 website Content Management System. Oversee website customer service, multivariate testing, and advertising networks. Online customer acquisition for financial products and cable services.

- Built and maintain over 12 websites that are up to 1000 pages in size.
- Natural web traffic of content website up 1100% and sales up 300%
- Product take rates up between 5% - 10%
- Saved over \$10,000 per month by bringing work in-house

Manager of Web Applications

03-1999 to 10-2004 Focal/Broadwing Communications Chicago , IL

Developed, built, and managed company internet, intranet, extranet, and commerce sites from development to production, administration and maintenance. Managed web team. Other tasks include vendor relations, site traffic analysis, promotion, online surveys, email newsletters, maps, in person and computer based training tools and graphic design.

- Built two separate intranet sites. The Focal intranet site grew to over 12 gigabytes with 15,000 page views a day and Broadwing intranet.
- Launched new look and feel of public websites every year for 5 consecutive years, site gets over 40,000 page views a day.
- Developed sales tools to save sales people time and streamline revenue generating deals including online training, proposal generator, and special pricing request system.
- Built customer facing websites including customer extranet to view online bills, customer and agent extranet sites, customer service request system, online surveys, newsletters, online promotions, card, and programs to generate revenue.
- Collateral, maps, and online store all brought in house to save the company money.

Web Product Manager

01/98 - 10/98 USN Communications (CoreComm) Chicago, IL

Built and managed company website, developed website product and customer websites.

- Customer web sites consultation, site design, content generation, programming, edit, launch, search engine registration, site promotion, and hit tracking.
- Managed customer web development, web site hosting and e-mail, domain name registrations.
- Managed web development sales and provide field support for web design, hosting accounts serviced, order fulfillment, provisioning, billing, business administration, and revenue reporting.
- Sales training and vendor relations.

Education

Graduated May 1997 Marquette University Milwaukee, WI
Bachelors in Business Administration, Marketing