

Overview

John is a Business Architect and Data Scientist that specializes in Product Development, Analytics and Search Engine Optimization (SEO).

- Solutions Architect with experience leading developers to build internal business solutions and also publicly sold online services.
- Data Manager with experience integrating structured and unstructured data to perform trending analysis.
- Executive experience defining and implementing enterprise best practices by managing teams of business users, programmers, developers, web designers and business analysts.
- Differentiates results by not only identifying 'what' can be improved, but also 'how' to implement changes.
- SEO across hybrid enterprise environments including: IBM WebSphere Commerce, Drupal, SharePoint, MS Commerce and custom IIS and Apache environments.
- SEO and Social Media architect with experience in Online Reputation Management, PR and Organic Ranking Displacement.

Client Summary

Clients include: Advanced Auto Parts, Agilent, Borders, Campmor, Carlton Cards, Consumers Energy, Darice, Ford, FNFG, Hanes Brands, Harry & David, Johnston & Murphy, Laidlaw, Marriott, Moen, Nationwide, Pratt & Whitney, Progressive, Progressive Energy, Rochester Gas & Electric, TTI (Dirt Devil and Hoover) and Sherwin Williams

Detailed Experience

Rockett Interactive. , Technology Architect

Jan 2011 – Present

Rockett Interactive is an online marketing agency that uses Google DFA to track online behaviors related to ad placement and determine an optimized ad spend. The process was created and developed over years and was in the process of being migrated to MS SQL Server. John's duties included managing the migration and contracted resources as well as developing a deployment strategy. By automating manual steps and managing the workflow in MSSQL John was able to reduce work for employees at all levels. In cases report delivery time was reduced from 8 hours to < 30 seconds. Further the additional Business Intelligence (BI) layer included development of reports for trending analysis.

Tool Overview: MS SQL Server 8.0, Report Builder 3.0

Skill Overview: Architectural Review, Application Standards Definition and Deployment, Product Management, BI and Process Improvement

Client: FNFG Inc. , Senior Solutions Architect

Jul 2010 – Oct

First Niagara is a financial institution that starting with \$20B in assets intends to grow to \$100B in 2 years' time. John's duties were to evaluate software and staffing to forecast scalability of working systems and to make recommendations of alternatives where needed.

The goals included interviewing the LOB resources, technical staff and vendors to determine the scalability of the current systems. Reports were organized into Visio and MSWord and delivered to the CIO.

Recently FNFG has completed the first acquisition and are \$40B.

Tool Overview: Ektron CMS, MSOffice

Skill Overview: Corporate Resource Evaluations, System Feature and Scalability Evaluations and Results Reporting

Perficient Inc. , Senior Solutions Architect

Nov 2009 – Jun 2010

Perficient is a growing and dynamic company of over 1100 people that have a broad range of consulting experiences and domains of knowledge. Specifically, John was brought on board to build a national SEO practice and to share how search engine algorithms' function and change over time to enhance the Enterprise Content Management practice.

- Consulted and develops strategies for enterprise level architectures
- Performed as enterprise search strategist using multiple vendor frameworks
 - MS FAST
 - Trained by Microsoft/FAST University for
 - FAST administration and tuning
 - FAST integration for SharePoint
 - FAST custom application development
 - Google GSA
 - Trained by Google for
 - 2-Day JumpStarts
 - Custom Interface design
 - Tuning of result sets by virtue of biasing based on how customers actually search
- Designed Perficient's SEO offering for ECM
 - Organic
 - Analytics
 - PPC
 - Social Media
 - Link Building
- Blogged articles at Perficient about topics such as
 - [Why SEO is actually work](#), and
 - [The Synergy between Organic Optimizations and Paid Optimizations](#)

Tool Overview: Google GSA, Visio, MSOffice

Skill Overview: Consulting, Training, SEO Practice Design and Support

DataSage Inc., SEO Architect

Sep 2009 – Present

DataSage is an application development company that focuses on SEO and the Search experience.

- Designed a repeatable training course to train Marketers, IT Professionals and Sales consultants on the aspects of search and how to present a profitable model to their clients while maintaining their own bottom lines.

Tool Overview: LAMP (Linux, Apache, MySQL, php), MSOffice

Skill Overview: Internet Hosting, Application Consulting, SEO Consulting, Link Building, Social Media, Analytics, Development, QA, Implementation, Maintenance, Reputation Management Consultation

NSA Technology LLC., Akron, Ohio, Marketing Executive

Mar 2009 – Sep 2009

NSA is an Internet company that leads the Affiliate Marketing vertical. Products include tools that allow customers to manage their own businesses by providing education, training, and software solutions for ecommerce storefronts as well as a library of how-to electronic books.

- Managed digital strategy, and implemented through teams of programmers, developers, graphic artists and media artists. NSA grew from 15 to 150 people in 9 months and John's role included establishing standards and implementing best practices at every stage of product development and fulfillment.
- Mentored developers as well as designing and conducting training for the programmers and developers.
- Managed 50 developers.
- Established partnerships with eBay, DOBA and PayPal to create an administrative interface that allowed our customers to own and manage a website which could maintain inventory, post auctions onto eBay, collect money with PayPal and fulfill with DOBA. The complete solution included 10 courses on how to run an ecommerce website and understand eBay. Within one week of launching we were supporting over 400 new customer sign-ups daily.
- Designed and implemented an application to support Pay-Per-Click (PPC) campaigns. By downloading our keyword information we were able to automatically produce landing pages and other support pages. A practical example is that for 1200+ keywords, the application produces thousands of landing and multiple support pages in a few minutes.

Tool Overview: LAMP (Linux, Apache, MySQL, php), WordPress, eBay API, Doba API, PayPal API MS Office

Skills Overview: Technical Management of Developers and Designers, Managed QA, Managed Implementations, Reputation Management

GTP Travel Inc., Twinsburg, Ohio, SEO Architect

Jun 2008 – Feb 2009

GTP is a group travel company that is partnered with many hospitality industry leaders such as single reservation engines like Orbitz and hotel brands like Harrahs.

- Delivery and support of a digital strategy which transformed an outdated application into a scalable solution. This included upgrading multiple platforms and managing code changes without interruption to daily business. The strategy includes organic SEO, link building, paid search and usability.
- Managed multiple technical consultants specializing in UX, LAMP, and off-shore development units.
- The link building strategy included building supporting sites to link back to the conversion domain. The supporting sites are designed to support organic growth in their respective focus areas which are either location (i.e. Las Vegas or Orlando) or group type (i.e. corporate retreats or family reunions).
- The conversion reporting used [ClearSaleing](#) which tracks information from keyword usage in search engines all the way through to conversion.

Tool Overview: LAMP (Linux, Apache, MySQL, php), perl, WordPress, ClearSaleing, Agile Development Methodology

Skill Overview: Training, Development, QA, Implementation

Brulant/Rosetta Inc., Beachwood, Ohio, SEO Architect, Senior Consultant

Oct 2005 – Jun 2008

The top interactive agency in Northeast Ohio, and recognized industry leaders in Consumer Products & Retail, Healthcare, Financial Services, Consumer Technology & Media, B2B and Travel & Hospitality.

- Designed processes to deliver superior results in organic SEO and digital strategy for more than 30 clients.
- The clients were in diverse verticals including manufacturing, finance, consumer products, retail.

- Promoted the organic performance in search engine results pages (SERP's) by applying white-hat governing values of SEO.
- Designed and trained internal Interactive (media design and usability), Java, Microsoft and SEO consultants in organic SEO architectural design.
- Key projects included the extensive conversion of Borders eCommerce website from Amazon, a portal solution to maintain corporate branding for Marriott, SEO digital strategy project for Moen, education for Progressive Insurance marketing teams on SEO benefits and best practices, and a website redesign for TTI (Dirt Devil and Hoover).

Tool Overview: Visual Studio, LAMP (Linux, Apache, MySQL, php), RegEx, Python, Drupal, IBM WebSphere Commerce, Cold Fusion

Skill Overview: Training, Consulting, SEO Practice development

FirstMerit Bank, Akron, Ohio, Senior Application Developer, Database Analyst

2000 – 2005

Responsible for the design, communication, and implementation of key applications to assist with defect tracking and resolution, internet banking, claims, and mortgage processing.

- Designed and implemented a defect tracking and resolution system used for Consumer Loans, Mortgage Loans, Commercial Loans, and Deposit Services. Designed all aspects of the application beginning with the customer request and ending with preparing the enterprise installation. (end to end)
 - Conducted line of business customer interviews which uncovered an opportunity to track account defects throughout the enterprise using one interface.
- Design and implementation of a system used to manage telemarketing to prospects or customers based on a dozen campaign varieties by distributing the calls to the branches.
 - Conducted Marketing customer interviews which revealed the ability to replace a paper based call distribution process with an electronic process. All campaigns were standardized into types.
- Design and implementation of a system used to manage claims from credit and debit card used to track trends that identify fraudulent activity and alert customers of the process by generating form letters.
 - Conducted customer interviews with the Electronic Banking line of business which revealed the opportunity to replace a dozen disparate interfaces with one enterprise system that could be used to integrate all Electronic Banking departments.
- Managed a development team to implement a vendor application that electronically manages the mortgage process from loan origination, processing and closing.
- Managed a vendor system by promoting enhancements and increasing service availability through the Internet Banking channel. Integrated Credit Card partner and Mortgage partners into Internet Banking to provide additional services.
 - Results: Logon time was reduced from the vendor approved 26 seconds to 5 seconds. Availability increased from multiple outages daily to over 99.5% uptime. The client base grew from 11,000 users to over 150,000 users in less than 3 years.

Tool Overview: Macromedia Studio, MS SQL, Waterfall Development Methodology

Skill Overview: Development, QA, Implementation, Training

Tiburon Technologies, Cleveland, Ohio, Senior Consultant

1998 - 2000

Responsibilities included pre-sales support, definition of project requirements and best practices, application development and support. Additional responsibilities included teaching, course development, trade show demonstrations, onsite customer assistance and customer account management.

- Worked extensively on standardizing the corporate website based on industry best practices.
- Key client projects:
 - Developed an automated process to incorporate acquisition financial information into the existing companies bookkeeping. (Aerovox)
 - Developed a web based system that updated the workflow of an existing application and database with Business Process Views. These systems were instrumental in creating the paperless environment the client desired. (Rochester Gas and Electric)
 - Developed an online catalog that could be securely accessed by customers reflecting customer specific pricing. (Gerber Scientific)
 - Developed a Self-Service application for employees to update their personal information rather than call Human Resources. (Sherwin Williams)
 - Developed an electronic workbench that managed units of work such as support calls and preventative maintenance, and deployed worldwide. (Consumers Energy)

Tool Overview: Visual Interdev, ColdFusion Studio, SQL Server, IDMS, CA-Opal

Skill Overview: Consulting, Development, QA, Implementation, System Integration, Training

Education

University of Akron, Interdisciplinary Philosophy, GPA 3.6

Studies focused on philosophical theory related to psychology, neurology and logic.

University of Akron, Military Science, ROTC, GPA 3.8

Specialized in the art of leadership and performed on accelerated path to earn an officership in the US Army.

Functioned as leader in combat arms units specializing in Infantry, Light Infantry, Armor, and Aviation. Competed in Ranger Challenge competition and have obtained Airborne Jump school certification.

Boy Scouts of America, Leadership Training

Certified as a Cub Den Leader

Graduated from the Baden Powell Institute

Graduated from Wood Badge Leadership training

Training Instructor for the Buckeye Council