

GABE CONNOR

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SENIOR WEB STRATEGIST

Building Web Presence ♦ Driving Traffic & Revenue ♦ Delivering Best of Breed Product

Senior executive recognized for turning non-performing websites into best of breed websites with measurable results. Delivers results across the engagement, production and development process by facilitating brainstorming sessions in strategy, marketing, and ecommerce to provide increased exposure, sales and website presence. Excels at resolving client roadblocks, creating new ways to distribute and repurpose content, increase online revenue and to create value from a product, while identifying and mitigating project/program risks to drive measurable results in revenue and profit growth.

CORE COMPETENCIES

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|---|---|--|
| <input checked="" type="checkbox"/> Technology Leadership | <input checked="" type="checkbox"/> Web Development | <input checked="" type="checkbox"/> Internet Strategist |
| <input checked="" type="checkbox"/> Web / Internet Strategy | <input checked="" type="checkbox"/> eCommerce Operations | <input checked="" type="checkbox"/> Project/Program Management |
| <input checked="" type="checkbox"/> Judgement/Problem Solving | <input checked="" type="checkbox"/> Contract Negotiations | <input checked="" type="checkbox"/> Engagement Management |
| <input checked="" type="checkbox"/> Production & Development | <input checked="" type="checkbox"/> B2C & B2B Websites | <input checked="" type="checkbox"/> Risk Management |

PROFESSIONAL EXPERIENCE

NOVETT – Atlanta, GA

Nov 2004 to Present

Director of Production

Immediately grew website traffic and revenue and improved the customer experience through the development and implementation of web strategy to create best of breed websites. Brought leadership, direction and focus to back end processing and front end web development teams and educated team members on how the two should work together to build a best of breed website. Managed full life cycle management for all web related projects.

Key Contributions:

- **Increased revenue by 13%** following the building of a new novett.com experience for client research delivery and consumption to over 50,000 clients. Delivered improved information architecture and content flow by structuring information by market, topic, industry and job role. Key outcomes included:-
 - Increased Contract Value (CV) by 16% within the first quarter.
 - Website traffic increased by 20%.
- **Improved staff performance by 100%** by creating repeatable processes that empowered business users to distribute their own content via the website. These processes freed up valuable front end developers to work on XML, RSS and Flash projects while allowing users to publish on their own schedule.
- **Achieved 4,000 views within the first month** following the launch of Novett's first blog. 8 additional blogs have been launched with Hurricane Katrina exceeding expectations - 25,000 views within the first week and was initiated and live within 5hours with several posts and promos, while overcoming different technology barriers.
- **Improved business processes and productivity by 100%** through the implementation of an automated news delivery system, eliminating the need for PR to email or fax press releases. News media could now subscribe to Novett for press releases and news updates, effectively increasing membership subscription and website traffic.

PERCAVUS MANAGEMENT ASSOCIATION – Atlanta, GA

Jun 2005 to Sept 2005

Consultant

Greatly improved search engine prominence and site drop off rate by defining web product strategy, synching offline and online marketing, and defining a clear design/style guide for the website to create a better buying experience for the customer. Company achieved an overall 62% increase in revenue and exceeded expectations in website traffic.

Key Contributions:

- **Significantly improved search engine prominence** with Google by developing and implementing a search engine optimization policy that delivered immediate results. Key outcomes included:-
 - Improved Google positioning from #100,011 to **#15 within 48 hours**.
 - Increased website traffic by 47%.
 - Increased sales by 23% within the first 6 months.

PROFESSIONAL EXPERIENCE CONTINUED...

- **Improved website functionality by 84%** by re-designing the website and creating better paths for each customer type to avoid confusion, resulting in more logical and correct customer information. Improvements to the site elevated the customer experience and increased relevancy with search engine results.
- **Reduced site drop-off by 50%** by redesigning the 'cart-path' and reducing check-out to a 3-step process which resulted in a simpler and more logical registration/purchasing process. Key results included:
 - Increased sales by 20%.
 - Increased repeat business/customers by 24%.
- **Reduced marketing costs by 15%** by transferring the control of landing pages to in-house. This initiative provided the company with better control over resultants path through the website and accurate metrics and tracking capabilities for each online campaign.

DUETCHET LTD., – Atlanta, GA

Feb 2002 to Nov 2004

Global Head of Web Products

Transformed a number of disparate websites/intranets around the globe into one global brand identity to create a cohesive global web presence that increased team performance by 200%. Built and managed the group's 25 global websites, intranets and content management systems in over 50 offices while liaising with customers to provide best of breed B2B services.

Key Contributions:

- **Increased revenue by \$5M annually** by creating a website for the Interest Derivatives Department that allowed a new liquidity product to be brought into the market and trade in conjunction with the Chicago Mercantile Exchange. Managed all online marketing and PR related to the product and website.
- **Reduced licencing costs by millions** following the building of a new system and negotiating on an unlimited licence for website creation, eliminating the need to build or buy a CMS for each website.
- **Generated an additional \$2M in revenue** by reselling the company's own data as live market data, creating a revenue stream for data that would otherwise have been archived and used for reference.

AIROCCAA – ONLINE RETAIL PARTNERS – Atlanta, GA

Jun 2000 to Feb 2002

Director of Engagement Management

Generated revenues in excess of \$20M by building best of breed ecommerce systems, creating repeatable processes and methodology, and integrating top tier 3rd party CRM, Supply Chain and TX Management Systems.

Key Contributions:

- **Improved sales by 10%** by synching online and offline marketing to ensure traffic was driven in both directions. A redeemable points system was set up where customers could accumulate points for redemption online.
- **Elevated customer satisfaction** by building best of breed ecommerce systems. Involved negotiating acquisitions and contracts, organising PR and press releases, attending sales pitch meetings to assist clients in getting new product lines, and negotiating online and offline marketers to ensure smooth technical and business campaigns.

BRENNAN TECHNOLOGY PARTNERS – Atlanta, GA

Apr 1997 to Jun 2000

Accounted for 30% of the firm's revenue while guiding clients in the engagement, production and development process to drive website presence and increase exposure, sales and revenue/profit growth.

Senior Project Manager/Director

Key Contributions:

- **Complete life-cycle management for \$5M client project** with internal teams of up to 25 professionals. Successfully delivered a web-based sales channel with fully integrated supply chain management, e-commerce engine, banner and servers, fulfilment and middleware to multiple vendors for Nat West Bank.

EDUCATION

Information Technology Management, SUNY (recommenced degree)

Joint Education Program in Computer Science, Trinity College Dublin & IBM Ireland

Diploma in Sales & Marketing Management, College of Marketing & Design - Dublin

REFERENCES AVAILABLE UPON REQUEST

This was a US client who needed to show his worth as a web strategist and within the engagement process. His resume was the typical 'do it yourself' type where it listed duties and responsibilities but not much more – it wasn't showing his value.

As an IT executive I needed to show what value he could bring to an organisation that would make a recruiter or employer think "yes, I got to have this person!"

To start the resume off I provided a branding statement that marketed what his expertise was and back this up with a strong career profile.

The employment section then backed up his worth even more. With each position I provided a brief overview of what he had achieved and how he had done this just to 'wet' the reader's appetite. I then followed these with strong achievements, highlighting results within the achievement. Sub-bullet points were put in a few to further demonstrate the additional results received from the initiate/process he had implemented. I created this sub-bullet process as I think it helps bring home the actual value they have as the reader's eye is drawn into the sub-bullets with easy to read results. It also provides more white space within a document, which makes for a clean, uncluttered and easy to read look.

When writing my achievements, I like to provide the reader with an insight into their working style by providing the 'how' they achieved these results. I feel that this method gives recruiters/employers a better understanding of the client and how they work – which is very important when the client can't be there to answer the questions a recruiter/employer might have as to how they achieved those results. Of course these descriptions also need to be brief and to the point, so I try and keep my achievements to 3 lines. If there is additional information, this is when a sub-bullet comes into play, ultimately bringing home the value of the client.