

Chris Carino – Summary Resume

Boston, MA 781.266.6928

chris_carino@yahoo.com

<http://www.chriscarino.com>

Summary

- I am a seasoned Business Systems Analyst & Project Manager with full life cycle product development experience. My specialty is being the interface between software developers, business intelligence and other user communities. I am a problem solver and a process creator. I have experience with requirements gathering, documentation, gap analysis & level of effort (LOE) determination.

Technical Skills

- Project Management, RDBMS (SQL), QC, Data Mining, Automation, System Architecture, Process Development, E-mail Marketing & Analytics.

Experience

- June-October 2008 Project Manager\Analyst CRM & Website Analytics – **HCP Pro Inc.**
Worked as the liaison between Sales, Marketing & IT to document current e-mail & direct mail customer campaign processes. Architected & created an RFP for a new CRM system which included a consolidated marketing database, SFA, Demand Generation & Workflow Management. Led a team of 7 people through a vendor selection & due diligence process. As a thought leader for the project, my responsibilities covered data integration & matching as well as communication cadence & customer segmentation. I organized ETL processes to score customer records based on digital body language & BANT methodologies. I identified new lines of revenue through dynamic transactional e-mail cross sell & upsell procedures with conditional content as well as sequenced product offerings for communication bundles. The overall methodology was to move from a campaign\product centric marketing approach to a 1 to 1 customer centric approach.

Managed a Web Trends Analytics server & several Google Analytics setups to monitor 3 corporate commerce sites along with 70+ microsites, newsletter programs, A/B and multi-variant testing. Developed an analytics request methodology used to manage, define & implement analytics requests from across the various company business units. Supervised two marketing analytics analysts in support of this effort.

Technologies included: Lyrus E-mail, SQL Server, Web Trends, Business Objects, .net, Cold Fusion, Think Subscriptions, ChangePoint, Goldmine, Eloqua, Click Squared, Strong Mail, Sage CRM, Salesforce.com, WordPress CMS

- 2008 Business Systems Analyst - **Dell Computer Systems**
Worked as the liaison between the data warehouse team and the marketing intelligence database teams. Gathered business requirements, created functional specifications & developed business process logic supporting ETL and SQL data transformations for the GEMS global e-mail system. (SQL Server Data Import)
Authored specifications, comparison documentation and use case analysis for a “Group One” to “First Logic” direct mail data-matching migration process. (NCOA, Hygiene, Record Keying (Household, Residential, Individual etc))

- 2001-2007 Business Systems Analyst – **Cendant\Realogy**
Worked as the liaison between independent business owners, franchise representatives & third party data/software providers. Developed business rules, wrote functional specifications & provided UAT for CRM e-mail campaign management applications, scheduling software, user/agency websites, online advertising & analytics. Responsible of ad-hoc SQL queries on industry databases & development of the “predictive mailer” direct mail file.
- 2000 - 2001 Senior Project Manager - **NaviPath**
Advanced Technology Group (ATG) reporting to company CTO.
Implemented Service Delivery Process (SDP Lifecycle) for VPN & Proxymate Privacy System.
- 1999 Delivery, QA Engineer – **Government of Argentina**
Bug tracking, triage & interface automation for OCR application (SQL Server).
- 1998 - 1999 Delivery, QA Engineer– **GTE Internetworking (BBN Labs)**
Maintained QA, Development and Production NOCs for VPN switches.
Ran weekly bug/version control on reporting scripts for IPSEC overlay networks.
- 1997-1998 Delivery, QA Engineer – **Lotus Development (ASG Group)**
QA, Bug Reporting & Version Control on a Domino DSS System for **Citibank**.
Coordinate Oracle, Sybase, Domino and various application procedures.
- 1997 Network & Systems Engineer – **Project Software & Development (PSDI)**
Data exporting, importing, upgrading & schema modifications for Maximo ERP.
Oracle, Sybase, SqlBase & SQL Server Versions
- 1996 Network Consultant – **Orange County Government**
Support DEC, IBM, NT & Novell infrastructure and countywide networks.
Analyze & install new LANs & WAN switching per department requests.
- 1995 Network Administrator – **Micro Design International (MDI)**
Admin for E-mail, Website, ftp, RMA DB and phone switch (sales team).
Supported 150 Users across 3 sites with 50 remote users. .

Education

- BS - Management Information Systems, **University Of Central Florida**
- IP Protocol Engineering Studies, **Harvard Extension School**
- Molecular Biology Studies, **Northeastern University**
- Web Trends for Technical Professionals – **Web Trends Atlanta, GA August 2008**