

Chris Carino – Summary Resume

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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

- 2009 Independent Producer - **CJC Interactive**

I develop videos, niche content, websites, portals, landing pages, e-mail lists and Web 2.0 integrations. I take on short-term assignments to build brand value & upgrade older marketing systems. I focus on customer goals via analytics, KPIs (Key Performance Indicators), AIs (Actionable Insights), conversions and viral information consumption. I am a problem solver and process creator most often found working with CRM and Analytical tools.

Current Technologies: Word Press as a CMS, Google Analytics, iContact E-mail, Constant Contact, Vimeo, You Tube, Brightcove Media Player, HTML, PHP, My SQL, JavaScript, Final Cut Studio, Dream Weaver & the Adobe CS4 suite.

- 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 & up-sell 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+ micro-sites, 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: Lyris E-mail, SQL Server, Web Trends, Business Objects, .net, Cold Fusion, Think Subscriptions, ChangePoint, Goldmine, Eloqua, Click Squared, Strong Mail, Sage CRM, Salesforce.com, Word Press 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**
- Currently producing a 10 show series called “Music Spotlight” seen on Cable TV & The Internet.