# c**cas**falkowski

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I am an experienced Web Producer with a 9 year background in interactive media design and web application development coupled with 6 years agency experience in direct marketing. My project management skills have been successfully executed on Fortune 500 accounts and my background in design/development brings proven success in leading both creative & technical teams. Focusing on offshore team integration for web design & development, my recent experience offers unique & profitable ways of expanding business on a global scale.

## PROFESSIONAL HIGHLIGHTS

**Project Manager:** Coordinated the internal design team in conjunction with remote development teams in the creation/launch of the social network www.firstwivesworld.com.

**Department Manager of Web Services:** Researched and implemented a profitable outsourcing strategy for Dotster which successfully delivered a 15% annual increase in delivered project revenue in 2008.

**Web Producer:** Designed a custom Web-to-Print e-commerce solution which took over $150,000 in orders during it's 4 month window of operation - sales efforts achieved a 10% increase in number of orders placed over previous year.

**Project Manager/ Senior Developer:** Led the creation of a branded on-line content management portal for Fortune 500 client Northwestern Mutual with a nationally distributed audience of over 9,000 field reps & 1000 internal staff.

## CAREER HISTORY

### Manager of Web Development & Professional Services
*April 2007 - December 2009*

DOTSTER, Vancouver, WA is one of the largest Internet service companies offering domain registrations, web hosting and web design services to customers - with more than 3 million domain names under management and over 450,000 customers worldwide.

#### Department Management – Sales & Design

- Maintained production schedules on all active projects - allocating design resources to each project, providing leadership on project design/development and managing daily task prioritization.
- Primary Account Manager on large-scale projects - provided client daily status updates and evaluated change requests against in-scope deliverables.
- Directed the sale team in outlining new project requirements while provided risk assessments, cost estimates, project timelines, and forecasted development schedules to support the sales process.
- Provided direction on all new web products and services offered by Dotster. I was a key figure in the deployment of Dotster's new social networking platform 'DotsterConnect'.
- Designed and executed project time tracking reports which provided weekly department KPIs (*average project lifecycle, profitability, resource expenditures, monthly revenue forecasts*) to the company CFO.
- Managed staffing of the internal design team, conducted interviews with potential candidates, and led new design hire training.
- Performed developer/designer duties as needed to accommodate project overflow or temporary developer absence.

#### Offshoring Controller - Remote Team Management

- Established new partnerships with design/development service providers, conducted vendor analysis, and provided ROI evaluations for resource integration - resulting in a 15% annual increase in delivered project revenue in 2008.
- Maintained working relationships with teams in *Manila*, Philippines, and *Hyderabad*, India.
- Managed resource budgets for each team to ensure profitable utilization, forecasted resource needs based on project backlogs and augmented staffing profiles to accommodate unique project requirements.
- Scheduled project development based around client priority and internal design team dependencies
- Acted as main liaison between clients and remote teams - gathered project information required for accurate bidding, established project timelines and development milestones, provided daily reviews (phone/IM/email) to ensure production schedules were met.

### Owner: barefootOffice Designs, LLC
*August 2009 - Present*

BAREFOOT OFFICE, Portland, OR is a boutique design agency specializing in providing interactive media development, print design, vertical market analysis, SEO/SEM, email/print marketing, and business performance analytics.

- Consult with each client to develop an on-line strategy that aligns to their specific business needs and determine the metrics needed to measure success.
- Develop all project documentation including proposals, timelines, budget assessments and service contracts.
- Bid design/development duties to contracted resources, coordinate multiple project schedules and provide daily task prioritization.
- Create wireframe proposals for client approval, and provide art direction to contracted resources to the client's specifications.
- Facilitate all technical duties such as site launches/backups, e-mail setup, analytics, and PCI compliancy.
- Recent launch of www.swankity.com has posted steady growth in both traffic and on-line sales for fiscal Q3 of 2009.

| **unit** marketing, inc. | **Director of On-line Applications** | May 2000 – June 2006 |
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**UNIT MARKETING, Milwaukee, WI** (formally Reinke & Associates, Inc) is a digital marketing & communications firm providing corporate branding, direct marketing and variable data printing solutions for enterprise implementation.

### *Web Producer / Project Management (2002-2006)*

+ Managed a multi-department team specializing in the design/development of custom e-commerce solutions, content management systems, Operational CRM integrations, VDP operations, and dynamic database driven web identities.
+ Supported business accounts in developing web strategies that aligned to their specific business model, prioritized web initiatives, scoped solutions to fit time & budget constraints.
+ Maintained project plans & documentation throughout the lifecycle which outlined phases, tasks, deliverables, resource scheduling, scope requirements, and budget-vs-actual reports, and ROI analysis.
+ Directed graphic design team in developing wire frame prototypes for client approvals that adhered to strict corporate branding guidelines.
+ Administered direct marketing campaigns for B2B mailings, targeted direct mail, and direct response e-mail - including list purchasing and segmentation.
+ Developed web analytics to identify data on individual user's viewing habits, used logistic regression modeling techniques to develop cross market strategies.
+ Directed QA on internal site testing procedures, coordinated client testing, and provided on-going bug tracking/support.
+ Provided on-going customer support to both corporate contacts and the client's customer base on all managed accounts.

### *Senior Developer/ Designer  (2000-2002)*

+ Developed PHP based Operational CRM environment for existing online marketing campaign which integrated sales, customer support reps, program administrators and project managers with real-time project data, allowing drill-down analysis of daily sales statistics, incoming call volumes, data comparison of past years program progress.
+ Developed Web-to-Print software providing press-ready PDFX/1a compliant files to print vendors for offset printing run of 460,000 units (experience with Quark DDS and Adobe In-Design 3rd party solutions).
+ Developed on-line inventory tracking for printing/shipping vendors which provided real-time data on project completion, resource management and out-going shipment tracking via Fed-Ex, UPS and DHL carriers.
+ Database Administrator experience with proven success in database design, data manipulation, and reporting.
+ Developed database-driven Flash applications for enterprise solutions.

| **KI** | **Material Data Management** | June 1998 – December 1998 |
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**KRUEGER INTERNATIONAL, Green Bay, WI** provides large-scale furniture solutions for the educational, business, commercial, institutional and healthcare markets.

+ Supported a team of data analysts in implementing a BPCS system (AS/400 backbone) within a manufacturing environment.
+ Consulted with factory work force (multiple plant locations) to optimize BPCS output to each production line's specifications.
+ Programmed new product output rules, streamlined existing product entries and removed outdated processes.

## TECHNICAL SKILLS

### *Web Languages*
9 year PHP background, Web2.0 CSS/XHTML, JavaScript/AJAX, SQL, JAVA, ASP/ASP.net, Pearl, ActionScript 3.0

### *Project Management*
PMI–PMP experience (non-certified) / methodologies: *Waterfall, Adaptive Project Framework, Rapid Application Development*.

### *API Integrations*
FedEX – WebServices (WSDL), Authorize.net – AIM & SIM, Google API, DRM License Acquisition

### *Relational Database Development / Administration*
MySQL, PostgreSQL, Oracle, MS SQL, Filemaker, MS Access/Excel

### *Network Administration / Web Hosting*
Linux/Unix/Windows Server environments, VPS management (Plesk, cPannel, PEM), network planning / management

### *Multimedia / Web Design / Print Layout Design*
Adobe (Macromedia) Suite: Photoshop, Illustrator, Flash, Director / InDesign, Quark / Lightwave 3D Rendering

## EDUCATION

**Marquette University** *(ranked in national top 100)*
Milwaukee, WI
Bachelors of Science: Computer Science

**Milwaukee Institute of Art & Design**
Milwaukee, WI
Bachelors of Arts: Communication Design