

ERIC W. RUSSELL

1247 E. Indigo St.
Gilbert, AZ 85298

(602) 617-2682
webwizard@ericrussell.info

INTERNET DEVELOPER

Innovative, custom web-developer seeks challenging position in a forward-thinking company. Highly adaptable to workflow changes and exhibits skills in whole management of simultaneous projects. Continual research with latest digital media allows exploring benefits to both employer and consumer. Uses technology to uniquely position the company with intuitive display of online information. Customer advocacy ensures positive experience of existing customers while broadening audience.

SUMMARY OF EXPERTISE

- ◇ Custom website development and administration
- ◇ Concurrent management of multi-media and web projects
- ◇ Development of intuitive user interfaces based on target audience
- ◇ Authorship of product manuals, technical briefs, and press releases
- ◇ Implementation of consumer centric applications
- ◇ Creation of E-mail newsletter databases and applications
- ◇ Fluency in Windows and Macintosh operating systems

EXPERIENCE

ROCKFORD CORPORATION, Tempe, Arizona

WebWizard

1998 – Present*

- ◆ Concurrently developed and managed 6 public websites, accounting for **226,000 unique monthly visitors**.
- ◆ Implemented RightNow Technologies CRM for 6 sites with over 200 e-mails weekly, resulting in a **90% reduction in response time**.
- ◆ Managed **\$200,000** annual budget for 3 consecutive years to fund 9 websites.
- ◆ Initiated and applied **social networking solutions**, including discussion forums, bright idea submissions and consumer contests.
- ◆ Implemented e-mail newsletter program with **26,000 current subscribers**.
- ◆ Conceptualized and developed multiple self-help applications, resulting in over **7,000 daily configurations**.
- ◆ Sole creator of online media repository for press agencies, **eliminating costs** associated with producing and shipping 1,000 CD-ROMs annually.
- ◆ Developed custom web tracking/analytics solution to **increase market intelligence and identify consumer trends** for senior management.

**Responsibility for 2 years as simultaneous 'WebWizard' and 'Technical Writer'.*

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Technical Writer

1995 – 2000

- ◆ **Authored owner's manuals** and technical bulletins for all brands.
- ◆ Managed content for product catalogs and trade periodicals.
- ◆ **Illustrated articles** for website's Knowledge Base.

Technical Specialist

1992 – 1995

- ◆ Led call center team to successfully **streamline customer response protocol**.
- ◆ **Industry expert** in software modeling program (TermPro) critical to company call center operations, providing competitive advantage.
- ◆ Presented **advanced technical training courses** to top-tier dealer network, including over 300 international participants.
- ◆ **Developed and presented courses** for company user group.
- ◆ Chosen as **elite team member** to represent company in industry competitions.

Processor Technician

1989 – 1992

- ◆ Team leader with focus on **exceeding product quality standards**.
- ◆ Oversaw technical troubleshooting for company's signal processor line-up.
- ◆ **Selected by CEO** to implement quality control program for outsourced products.

WORK SAMPLES

www.rockfordfosgate.com
www.lightningaudio.com
www.rockfordacousticdesign.com
www.installedge.com

www.hafler.com
www.fosgateaudionics.com
www.mbquart.de
www.qlogic.ws

CERTIFICATIONS, SKILLS, AND AFFILIATIONS

University of Advanced Computing, Webmaster Specialty Program, Phx., AZ	2001
University of Advanced Computing, Macromedia Director Program, Phx., AZ	1999

- ◇ Dreamweaver, PhotoShop, Illustrator, InDesign, Quark, Acrobat
- ◇ ASP/ADO, XHTML, PHP, JSP, Flash
- ◇ AJAX (SACK), RSS, DHTML, JavaScript, XML, CSS, jQuery
- ◇ T-SQL, SQL Server 2000, Oracle, MS Access, MySQL
- ◇ Windows Advanced Server, IIS 6.0, Apache, Tomcat
- ◇ Audio/Video Encoding: FLV, MP3, MP4, MOV, MPG, AVI, WMF

- ◇ IWA Member (International Webmaster's Association)
- ◇ HWG Member (HTML Writers Guild)

References available upon request.