

profile

Social Media Specialist – avid blogger and enthusiast of social media with excellent writing skills and experience in developing multiple company brands and customer communities using web technologies, viral marketing, and social media platforms.

Versatile Technical Consultant – experienced with SEO, systems analysis, business process analysis and reengineering, database design and practical programming expertise across multiple object-oriented languages and platforms in the wine, telecommunications, manufacturing, and technical services industries.

Creative Designer – extensive experience in web design, graphic design and UI design for web sites, brand and corporate identity, retail advertising, and sales collateral in the retail, high-tech and professional services industries.

Digital Media Professional – digital still photography for commercial, catalog and portraiture, digital video production, editing and script development.

career history

VINTAGE WINE ESTATES • WINDSOR, CALIFORNIA

Social Marketing Director

2009 - Present

Responsible for the social marketing and brand identity of 8 different and distinct wine brands, including a direct-to-consumer winery and accessories brand, by creating communities on Facebook, Twitter, YouTube, blogs and other social media platforms.

- Content producer, editor and author of compelling blog articles for different audiences for Girard Winery, Windsor Vineyards and International Wine Accessories increasing followers 100% and blog views nearly 400% in two months.
- Copywriter of email promotional ad resulting in as much as a 30% click-thru rate and a 1000% measurable sales increase of featured items along with an average increase of 300% in sales of all other items. Promoted a \$75 wine for Thanksgiving which sold-out within a week.
- Shoot, edit and produce engaging short videos featuring winery staff, winemakers, customers and products to drive more traffic to blogs and e-commerce sites.
- Photograph bottles, labels, accessories, facilities, staff and vineyards for marketing and promotional materials, web sites and wine labels.
- Work closely with brand managers, consultants and marketing agencies to develop strategy and tactics to support our marketing and distribution efforts.

AMERICAN GREETINGS / PHOTOWORKS • SEATTLE, WASHINGTON

Web UX/UI Design Lead

2008 - 2009

Collaborated with business management and marketing to develop a consumer-oriented e-commerce web site and user community for a digital printing and publishing company whose business model was entirely web-based.

- Championed usability and the user experience through leadership of and knowledge transfer to 4 developers and 3 graphic designers in a highly-collaborative agile production environment.
- Developed visual and UI specifications, functional requirements, hi-fidelity wireframes, mockups, stylesheets and page templates for production designers and developers.
- Transformed current e-commerce web site from obsolete coding practices to more industry standard best-practices to improve SEO, browser compatibility, scalability and responsiveness.
- Restructured e-commerce site architecture and navigation to improve usability and conversion.

THE REGENCE GROUP • SEATTLE, WASHINGTON

Senior Web UI Designer

2006 - 2008

Worked closely with marketing teams to transform requirements into award-winning interactive web sites that are user-friendly, maintained consistent styles, used best-practices coding and improved universal search visibility.

- Responsible for requirements definition, visual specifications, UI redesign and formal UI testing of Regence.com, Agent Center, Online Service for Providers, and RegenceRx.com.
- Developed use case scenarios, documented visual and functional requirements, developed wireframes and mockups for the redesign of Regence.com and four state specific sites.
- UI design for current site won the eHealthcare Leadership 2008 Award of Distinction for Best Design.
- Produced engaging Flash components and integrated videos for various new product launches.
- In-house photographer for images used on public Internet site.

MARKETFITZ, INC. • SEATTLE, WASHINGTON

Web Marketing Consultant/Photographer

2004 - 2006

Provided web consulting, process analysis and design, web development and support, brand development, and professional photography in a marketing-oriented professional services company for diverse client sites utilizing the latest graphical and development environments and tools.

- Analyzed, designed and developed content management and eCommerce sites using PHP, Mambo, Joomla, ZenCart and other customized open-source software.
- Developed and maintained dynamic web sites utilizing Flash MX, PHP, ASP and XML that allowed content to be added and maintained by the client while keeping a consistent interface.
- Consulted with clients to plan, gather requirements, research technology, establish priorities, deliver proposals, and address management concerns on proposed web sites.

AT&T WIRELESS SERVICES • REDMOND, WASHINGTON

Senior Web Developer

2000 - 2004

Consulted with internal clients, gathered requirements, produced specifications, designed, architected and managed projects for numerous multi-tiered information systems, corporate intranet portals, departmental web sites and content management systems within an agile development environment. Defined web back-end database schemas, developed SQL queries and stored procedures, data normalization and performance tuning of MS SQL Server 2000.

- Developed new processes and a web-based conversion tool that minimized unnecessary phone upgrades and produced actual savings of over \$4 million during a 90 day transition period.
- Reengineered complex processes, documented functional requirements, designed, developed, implemented, supported and maintained a marketing campaign management web tool, saving a projected \$6.5 million in consulting fees and reducing launch times from days to hours.
- Architected, designed, developed and managed custom content and document management systems—using ColdFusion, ASP.NET, and Perl—that provided easy site maintenance and improved company efficiency while minimizing programmer involvement.
- Designed graphical look and feel templates and style sheets (CSS) using Photoshop and Dreamweaver for corporate intranet portals, content management systems and numerous internal web sites that standardized a professional look and consistent user experience.

PHARE WEB CONSULTING • SEATTLE, WASHINGTON

Freelance Web Consultant

1996 - 2008

Contacted clients, developed plans, gathered requirements, researched technology, made recommendations and proposals, designed, architected, resourced and developed Internet web site projects—from concept to launch—for corporate identity, brand reinforcement, user communities, customer support and E-commerce.

clients*

- American Safari Cruises
 - BIAS, Inc.
 - Core Design, Inc.
 - Dayton Contemporary Dance Co.
 - Deer Stags Shoes
 - Event Electronics, LLC
 - Hewlett-Packard
 - Illusionz
 - Integrex, Inc.
 - JC Penney Co., Inc.
 - King Group Events
 - Lazarus Department Stores
 - Microsoft Corporation
 - Owen-Sullivan Winery
 - RAF Technologies
 - Sears, Roebuck & Co.
 - Sony Corporation
 - Spectralux, Inc.
 - Spectrum Dance Theater
 - Stevedoring Services of America
 - WEI Solutions
- *Partial client list

education and training

Wine Bloggers Conference • Santa Rosa, California
Web Design World • Seattle, Washington
Microsoft Content Management Server • Redmond, Washington
Project Management Tools and Techniques • Seattle, Washington
Advanced Macromedia Flash Techniques • Bellevue, Washington
JavaScript Conference / Apache Summit • Seattle, Washington
Web Marketing / Web Site Usability Seminar • Seattle, Washington
Microsoft Web TechEd • Palm Springs, California
Wright State University • Dayton, Ohio • Computer Engineering
University of Cincinnati • Cincinnati, Ohio • Urban Planning & Design

achievements

Top 10 finalist (out of 2000) for the Murphy-Goode Winery Wine Country Lifestyle Correspondent, a nationwide competition for a coveted social media position.

Grand prize winner, Wine Enthusiast Magazine's 2009 Decanter Design Contest

3 time recipient, AT&T Wireless Circle of Excellence Award, 2000, 2001, 2002

connect with me

Twitter: twitter.com/bricksofwine

Facebook: www.facebook.com/bricksofwine

YouTube: www.youtube.com/travelwitheric

Flickr: www.flickr.com/travelwitheric

FriendFeed: friendfeed.com/bricksofwine

LinkedIn: www.linkedin.com/in/travelwitheric

Blogs: bricksofwine.com

travelwitheric.com

blog.iwawine.com

carpevino.wordpress.com

blog.girardwinery.com