

OBJECTIVE

To provide and foster a niche blog community where advertisers and bloggers can go to build and market their product and brand.

I also desire to lead the development, web strategy, and delivery of internet marketing programs while driving new targeted traffic resulting in increased revenue and leads for sales.

EXPERIENCE

Niche Blog Media - San Francisco, CA May 2007 to present
CEO, Founder

- [Niche Blog Media](#) is a company revolutionizing the B2B advertising industry. Whether it's building a brand or generating demand, we help advertisers target buyers, decision makers, and influencers.
- Built a network of over 20 niche blogs built on WordPress where clients can place their advertisements using our OpenAds ad server.
- Recently launched [eBlog Templates](#) where designers can host and distribute their quality blog templates for free.
- Enable niche bloggers to write what they are passionate about and make money selling advertising space.
- Create a [niche blog auction](#) ecosystem where website sellers can monetize their web properties and buyers can benefit from a new niche site.
- Provide a [niche blog directory](#) for website owners to market and improve their SEO presence

Salesforce.com - San Francisco, CA September 2003 to April 2007
Interactive Marketing Manager

- Led the development, web strategy, and delivery of internet marketing programs
- Managed web development team including performance reviews, compensation, and career planning
- Developed and execute marketing campaigns to increase the acquisition and conversion of site visitors
- Responsible for developing and maintaining search engine marketing (SEM) and lead generation programs
- Decreased SEM cost per lead by 40% within 6 months while increasing leads and opportunity pipeline
- Developed and manage customer/prospect communications including e-mails, seminars, and direct mail
- Responsible for search engine optimization (SEO) and web analytics across all web properties
- Relocated to Tokyo for a quarter to train Japanese marketing team and help develop marketing programs

Siebel Systems - San Mateo, CA June 2000 to September 2003
Group Manager, Web Development

- Managed web development team including performance reviews, compensation, and career planning
- Responsible for new development and lead generation for all global web sites
- Drafted technical and business requirement docs while managing projects and resources
- Led web site redesign, content migration into new site infrastructure
- Built lead generation and analytic web home grown applications
- Developed web request tracking system to manage internal customer web site requests
- Worked daily with business units, marketing managers, sales development, and project managers
- Drove completion of key high visibility projects with very aggressive deadlines

Kinetics Corporation - Santa Clara, CA October 1999 to June 2000

Senior Web Developer

- Lead Developer for e-commerce business-to-business portal solution
- Responsible for design, testing and implementation of corporate Intranet and Internet sites
- Built custom helpdesk tracking system to streamline business processes
- Worked with internal departments to provide associated deliverables such as database development, marketing new applications, client training

Oracle Corporation - Redwood Shores, CA June 1998 to October 1999

Web Application Engineer

- Project manager and developer of the Support Sales intranet web site
- Maintained an NT production and application server using Oracle products
- Participated in database design, system migrations, application server configurations, and monitoring key system processes
- Worked with minimal direction from management while designing and implementing robust user interfaces
- Constructed PL/SQL stored procedure applications by developing and testing code to enhance existing web systems
- Acted as a technical resource for less experienced members of the team

Sybase Inc - Emeryville, CA June 1997 to August 1997

Internship Program

- Supported the Worldwide Partner Program organization within the Partner Marketing division
- Developed web repository application allowing Internet users to query reports on partner's products and services
- Served as project manager for the Sybase/Sun Microsystems partner relationship
- Worked with web development team and redesigned external partner web site

TECHNICAL EXPERIENCE

Applications: Salesforce.com, Typepad, Wordpress, Siebel, Homesite, InterDev, Teamsite, OpenCMS, Eclipse, Perforce, MS Office, Photoshop, Flash, Exact Target, Responsys, Toad, Google Adwords, Adsense

App Servers: Resin, Apache, IIS, Tomcat

Databases: MySQL, Oracle, SQL Server

Analytics: Omniture, Google (Urchin), Websidestory, Webtrends

Languages: JSP, PHP, JAVA, AJAX, XML, JSTL, XSLT, ASP, HTML, SQL, PL/SQL, JavaScript, CSS, SOQL

EDUCATION

California State University Chico (CSUC)
Bachelor of Science in Business Administration, May 1998
Emphasis: Management Information Systems