

profile

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

Social Media Specialist – social media expert with substantial online credibility, excellent writing skills and experience in developing multiple company brands, customer communities and delivering business results using web technologies, viral marketing, and social media platforms.

Digital Media Professional – passionate producer of digital still photography for stock, commercial, catalog and portraiture; accomplished in digital video & audio production, editing and script development.

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

career history

PHARE WEB CONSULTING • SEATTLE, WASHINGTON, U.S.A

Freelance Web Media Consultant

2011 - Present

Providing photography, video production and consulting services.

- Design and develop Internet web site projects—from concept to launch—for corporate identity, brand reinforcement, user communities, customer support and E-commerce.
- Develop social media strategies, techniques and analytics. Establish presence on major social media platforms including Facebook, Twitter, YouTube, Pinterest, Foursquare and Yelp.
- Evaluate and update web presence and site coding for SEO and improved search ranking.

THE GIVING DEAL • MELBOURNE, VICTORIA, AUSTRALIA

Information Technology Partner

2010 - 2011

Responsible for overall information technology strategy, systems architecture, operations, security, and development life cycle of a startup Australian social group-coupon/charitable-giving web site.

- Configured and implemented cloud computing resources to support a highly scalable multi-tiered web architecture with secure transaction processing.
- Designed and developed database and web site to support user, charity & business account management; deal generation, scheduling and payment processing; site metrics and sales reporting; shopping cart and secure credit card processing using Ubuntu LAMP stack and JQuery API and UI.

VINTAGE WINE ESTATES • SANTA ROSA, CALIFORNIA, U.S.A

Social Marketing Manager

2009 - 2010

Responsible for the social marketing strategy and content production of 8 different brands, each with a distinctive voice, including a direct-to-consumer winery and wine accessories brand, by creating communities on Facebook, Twitter, YouTube, blogs and other social media platforms.

- Developed social and digital media strategy and editorial calendar to support marketing efforts.
- Content producer, editor and author of compelling blog articles for 3 different brands, increasing followers and blog views over 80% monthly, and delivering measurable business impact through increased conversions and conversations.
- Copywriter of email ads resulting in as much as a 30% click-thru rate with a measurable sales increase of 1000% on featured items and an average sales increase of 300% on non-featured items.
- Scripted, filmed, edited and produced over 50 short videos—nearly one a week—featuring winery staff, winemakers, customers and products, to drive more traffic to blogs and e-commerce sites.
- Successfully launched, promoted and generated buzz for a new wine brand aimed at millennials outselling all other brands in the tasting room during the first several months.

AMERICAN GREETINGS / PHOTOWORKS • SEATTLE, WASHINGTON, U.S.A

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 web-based digital printing and publishing company.

- 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 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, U.S.A

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.
- Designed, scripted and conducted extensive live user testing, both lab-based and in the field.
- Developed use case scenarios, documented visual and functional requirements, developed wireframes and mockups for the redesign of Regence.com and four state specific sites.
- My UI design won the eHealthcare Leadership 2008 Award of Distinction for Best Design.

MARKETFITZ, INC. • SEATTLE, WASHINGTON, U.S.A

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 agency.

- 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, PHP and XML that allowed content to be added and maintained by the client while keeping a consistent interface.

AT&T WIRELESS SERVICES • REDMOND, WASHINGTON, U.S.A

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 and departmental web sites 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.

- Developed new processes and a web-based conversion tool that minimized unnecessary phone upgrades and saved over \$4 million during a 90-day transition period.
- Reengineered complex processes, designed, developed and implemented a marketing campaign management tool, saving \$6.5 million in consulting fees and reducing launch times from days to hours.
- Designed graphical look and feel templates and style sheets (CSS) for corporate intranet portals, content management systems and internal web sites that standardized a professional look and consistent user experience.

Senior Systems Administrator

1997 - 2000

Network Analyst

1996 - 1997

clients

- American Safari Cruises
- BIAS, Inc.
- Car Toys, Inc.
- Cartograph Wines
- Core Design, Inc.
- Dayton Contemporary Dance Co.
- Deer Stags Shoes
- Event Electronics, LLC
- Hewlett-Packard
- Illusionz
- Integrex, Inc.
- L'Ecole No. 41 Winery
- Microsoft Corporation
- MITS Corporation
- Owen-Sullivan Winery
- RAF Technologies
- Sony Corporation
- Spectralux, Inc.
- Spectrum Dance Theater
- Stevedoring Services of America
- WEI Solutions
- William Church Winery

education and training

Wine Bloggers Conference • Walla Walla, Washington & Santa Rosa, California

Web Design World • Seattle, Washington

Microsoft Content Management Server • Redmond, Washington

Project Management Tools and Techniques • Seattle, Washington

JavaScript Conference / Apache Summit • Seattle, Washington

Web Marketing / Web Site Usability Seminar • Seattle, Washington

Computer Engineering • Wright State University • Dayton, Ohio

Urban Planning & Design • University of Cincinnati • Cincinnati, Ohio

miscellany

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

Editor and graphic designer for the manuscript, *Conflict of Loyalties* by NW Artist, Kamekichi J. Tokita that eventually was published as *Signs of Home, The Paintings and Wartime Diary of Kamekichi Tokita* by Barbara Johns

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