



Ari Buchwald

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Account & Project Management

{In a nutshell}

A strong command of strategy and details – experience in Account Management, Project Management and production. Over 20 years experience in a wide range of industries.

{Skilled in}

→ Strategy, Account and Project Management

→ Consulting, Assessment for Technologies

{Accomplishments}

Account Management

- Select Account Management clients include Ace Hardware, Bristol Myers Squibb, Harrah's Entertainment, Inc., Iams Co., New York & Company, True Value, and Victoria's Secret.
- Led database marketing account management team in merger with credit marketing group while maintaining all customer service standards.

Project Management

- Guided cross-functional team through all aspects of process redesign for campaign management and customer relationship management tool suites.
 - Led ideation meetings with internal and client stakeholders to determine software suite needs.
 - Created materials to support business case and due diligence for securities regulatory compliance.
 - This effort saved over \$250,000 in external consulting costs and negotiated savings in acquisition costs.
- Started publishing company. Performed all aspects of editing, design, and printing of approximately 35 book titles.
- Built a non-profit organization's image digitization and archiving program from scratch, including development of their fundraising initiative, P.R., web site and marketing materials design.
- Directed intranet creative redesign for a division of a financial services company.
 - This effort brought the existing functionality in line with corporate creative standards and was the first step towards an interactive customer and employee portal.
- Managed redesign and migration to content management and CRM systems for several companies.
 - Results were more consistent, centralized management and processes.
- Designed and managed implementation of an Intranet reporting application for campaign reporting and analysis from a proprietary database.
 - This eliminated IT involvement in over 95% of custom report generation requests.
- Managed data processing timeliness, efficiency and resource utilization by creating applications and systems to measure, monitor and analyze workflow.
 - Developed statistical analysis and intranet cross training tools that cut redo rates from up to 35% to 1.5%.



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Documentation and Assessment

- Assessed and made recommendations for updating user interfaces of a warehouse control software system.
 - Created screen developer guidelines and screen mockups to save user clicks, improve overall navigation and reduce training time.
- Created brand standards for two sister companies, designed all new marketing materials and websites.
- Developed specifications, requirements and wireframes for Sales Force Automation and event campaign tools.
- Assessed and implemented Sales Force Automation tools for internal use.
 - Centralized lead assignment, pipeline reporting, and eliminated the need for dedicated resources.
- Wrote specifications for donor duplicate identification processing to accommodate specific legacy business rules.
 - The new application successfully streamlined a complicated, time consuming process and replaced a prior system that allowed duplicate records to enter the database on a daily basis.

{Work History}

Freelance Projects	2009 – Present
Edgecliff Press , Publisher	2006 – 2014
Quaero Corporation , Vice-President, Marketing Effectiveness Practice, Las Vegas, NV	2005 – 2006
Alliance Data , Account Manager & Manager, Product Marketing/Development, Columbus, OH	2003 – 2005
Fair, Isaac and Co. , Consultant, Customer Strategy Integration, Chicago, IL	2000 – 2003
DraftWorldwide , Senior Business Analyst, Chicago, IL	1998 – 2000
Chicago Tribune Direct , IT Coordinator, Senior Account Manager, Chicago, IL	1995 – 1998

{Education}

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT
- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies**, Kansas City Art Institute

{Special Interest} Personality Type: ENFJ

- Co-administrator of The WebChef Forum on Facebook.
 - We have almost 45,000 followers, 20,000 reach and 2,000+ post engagements per week.