



Technology and Marketing Professional

{In a nutshell} Creative. Strategic. Outside-the-box.

Over 20 years in technology and marketing for a wide range of industries. A strong command of strategy and details – road mapping, design, programming, project management.

{Skilled in}

- Marketing, CMS and CRM Technology
- Consulting and Project Management
- Web strategy, Front end design, UX/UI

{Technologies and Tools}

- Adobe Creative Suite, Dreamweaver
- SQL Server Management Studio, Visual Studio, HTML, CSS
- Wordpress, CPanel
- Google Webmaster, Campaign and Analytics

{Relevant History}

Freelance Projects, Cincinnati, OH, 2009 – present

- Built an image digitization and archiving program from scratch for a non-profit. The project included development of a project web site and marketing materials design.
 - Involvement eliminated their need to manage multiple vendors and associated project onboarding costs.
- Managed redesign and migration of company websites into CMS and CRM systems for several companies.
 - Result was more consistent, centralized management and processes.

Quaero Corporation, Vice-President, Marketing Effectiveness Practice, Las Vegas, NV

Alliance Data, Account Manager & Manager, Product Marketing/Development, Columbus, OH

Fair, Isaac and Co. Consultant, Customer Strategy Integration, Chicago, IL

DraftWorldwide Senior Business Analyst, Chicago, IL

Tribune Direct IT Coordinator, Senior Account Manager, Chicago, IL

{IT and Project management} Architecture strategies. Database design. SDLC.

- Managed hygiene and duplication testing on Microsoft's Worldwide Marketing Database for load into e.Piphany. Testing resulted in confirmation of match rates claimed by Acxiom for Abilitec, a persistent ID matching tool.
- Developed custom mapping application requirements to assign leads to automotive dealerships based on cascading logic rules.
 - This resulted in savings of \$2,000 per marketing campaign.
- Managed data processing timeliness, efficiency and resource utilization by creating systems to measure, monitor and analyze work flow.
 - Developed statistical analysis and intranet cross training tools that cut redo rates from up to 35% to 1.5% per month.



Ari Buchwald

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{Documentation and Assessment} Wireframe. Logic flow. Requirements and pseudo code.

- Guided cross-functional team through all aspects of process redesign, RFP and Proof of Concepts for Campaign Management and CRM tool suites. I also created materials to support business case and due diligence for securities regulatory compliance.
 - This effort saved over \$250,000 in external consulting costs as well as significant negotiated savings in tool acquisition costs.
- Assessed and implemented ASP Sales Force Automation tools for internal use.
 - Centralized lead assignment, pipeline reporting and eliminated the need for dedicated resources for lead management.
- Created specifications, requirements and wireframes for internal development of Internet enabled Sales Force Automation and event campaign tools for advertising agency management of events.
- 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.

{Web and Interface Design} Layout. Responsive Design. Prototyping.

- Directed intranet creative redesign for a division of a large 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.
- Designed and managed implementation of an Intranet reporting application to drive campaign reporting and analysis from a proprietary open architecture database.
 - This eliminated IT involvement in over 95% of custom report generation requests.
- Developed Microsoft Access databases and interfaces that cut marketing processing cycles from 25 days to 5 days and loyalty brand targeting program processing from 4 hours per project to 1 hour for five projects.

{Education}

- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies** Kansas City Art Institute

{Professional Development} Technology strategy. Application design. Front end programming.

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT, August, 2016
- **Hubspot** Inbound Certified

{Special Interest} Personality Type: **ENFJ**

- Co-administrator of *The WebChef Forum* on Facebook. Currently, over 45,000 likes, 20,000 reach and 2,000+ post engagements per week.