

# EDWARD STRIZHIVER

■ Web Designer    ■ Web Developer    ■ Webmaster    □ Consultant

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## SKILLS

HTML	Flash	JQuery	VB
CSS	XHTML	Javascript	Google Analytics
Photoshop	DHTML	AJAX	Omniure
Dreamweaver	RSS	.Net	A/B Testing
Visual Studio	XML	ASP	Visual Sourcesafe
Illustrator	JavaScript	C#	Keyword Discovery

## SUMMARY

Creative, problem solver that gets work done quickly and efficiently. Expert in UI Design, Development, SEO, and Adobe Creative Suite.

## RELEVANT EXPERIENCE

**6.2011 - present      Bit9 - Sr. UI Engineer (Consultant)      Waltham, MA**

- Completely redesigned and rebuilt Bit9's Parity application. Application consisted of over 60 pages. Technologies used: PHP, JQuery, CSS, and HTML.
- In addition to redesign, I created new functionality for drop-down menus, fly-out action items, and other items.
- Application was thoroughly tested and supports IE7 and above, Chrome, and Firefox.
- Reported to head of engineering and managed another consultant who helped with PHP code.
- Currently redesigning [www.fileadvisor.com](http://www.fileadvisor.com) web site.

**5.2011 - 10.2011      Keyword Connects - Sr. Web Manager (Consultant)      Waltham, MA**

- Designed and developed high conversion landing pages for Keyword Connects.
- Implemented ColdFusion dynamic code on web pages which pulled in content from MS SQL Server database.
- Managed IIS and GoDaddy accounts for more than 50 domains.
- Setup A/B Tests on landing pages utilizing Google Web Site Optimizer..
- Implemented Google Analytics on all domains.

**6.2010 - 4.2011      DynamicOps - Sr. UI Engineer, Engineering      Burlington, MA**

- Worked with Visual Studio, CSS, Bug Tracking system, and JavaScript to create user interface on DynamicOps' application for DynamicOps' customers based on their specifications. Built front end for Dell.

- Designed, developed, and launched new DynamicOps web site <http://www.dynamicops.com>. The site was designed in Photoshop and built in Visual Studio with .NET 4.0 on IIS7. Technologies used: .NET, C#, XHTML, CSS, JavaScript/JQuery.
- Site has many features, such as sliders, breadcrumb navigation, aggregate RSS feed, Google search, JQuery Tooltips, and a Sticky Footer.
- Created WordPress Blog called <http://www.dynamicops.com/blog>.
- Google Analytics and Webmaster Tools were used on both the web site and blog to track analytics, submit sitemaps, and improve SEO.

**8.2009 - 5.2010                      Brainshark - Sr. Web Designer, Marketing                      Waltham, MA**

- Designed, built, and launched new [www.brainshark.com](http://www.brainshark.com) home page. Page was created using CSS, JQuery, XHTML, and XML.
- Managed and edit <http://presentation.brainshark.com> and <http://cco.brainshark.com>.
- Created SEO Footer on site that shows up at the bottom of the browser yet at the top of the HTML code.
- Created RSS feed that includes XML Press Releases, Twitter, and Blog posts, all in one feed.
- Improved SEO organic traffic on web site, track Google Analytics, build HTML newsletter and emails, design graphics for trade-shows, and other collateral.
- Helped with graphics and support HTML code on <http://my.brainshark.com>.
- Worked with the CS4 Web Design suite: Dreamweaver, Photoshop, Illustrator, and Fireworks.
- Created and validated forms on sites using Javascript in conjunction with CSS.
- Created cookies and URL tracking with Javascript code.

**7.2006 - 5.2009                      Ipswitch - Web Master, Marketing/IT                      Lexington, MA**

- Launched new [www.whatsupgold.com](http://www.whatsupgold.com) web site in May, 2008. Designed and built site, which was created using .Net, AJAX, CSS, XHTML, and JQuery.
- Worked with IT to turn the entire web site into a streamlined web application. Have measured traffic increase by 10,000+ visitors per month due to a few factors:
  - New product release
  - Improved Organic search engine performance due to richer keyword content, concerted effort to make better use of title tags, and reciprocal linking.
  - More effort and \$ was set aside for Google AdWords, which drove more visitors to the site.
- Worked with SEM Online Manager and Online Analytics Manager on implementing Google Analytics and Omniture code throughout [www.whatsupgold.com](http://www.whatsupgold.com), to track marketing campaigns, conversions (for AdWords and Organic), traffic, and other SEO reports.
- Worked with SEM Online Manager on updating META tags, Title tags, other SEO tasks along with creating new landing pages for PPC.
- Created XML site map for [www.whatsupgold.com](http://www.whatsupgold.com)
- Use WordPress to manage, and occasionally write, a blog: [www.dailynetworkmonitor.com](http://www.dailynetworkmonitor.com)
- Designed and built international sites: [de.whatsupgold.com](http://de.whatsupgold.com), [br.whatsupgold.com](http://br.whatsupgold.com), [fr.whatsupgold.com](http://fr.whatsupgold.com), [jp.whatsupgold.com](http://jp.whatsupgold.com), and [cn.whatsupgold.com](http://cn.whatsupgold.com)
- Designed and update Partner Newsletter on a monthly basis.
- Redesigned, maintained, and redeveloped HTML/ASP pages on Ipswitch.com, WhatsUpGold.com, IMailServer.com, WSFTP.com, and all International sites.

- Managed SEO efforts on sites listed above. SEO includes organic and paid search engine marketing. Run weekly keyword search engine reports using WebPosition.
- Created Flash banners for home page and throughout the rest of the sites. Edited other flash banners on web site that were made by outside consultants.
- Worked with Dreamweaver8, Photoshop CS2, Illustrator CS2, Flash8, Omniture, Google Analytics, and WebPosition.

**1.2006 - 7.2006                      Stratus Technologies - Web Designer/Developer                      Maynard, MA**

- Redesigned and redeveloped Stratus's Home Page and Internal Pages. Technologies used includes: Dreamweaver8, Photoshop CS2, Illustrator CS2, Flash8, and CSS.

**8.2005 - 12.2005                      Ziff Davis Media - Web Developer (Consultant)                      Topsfield, MA**

- Worked closely with Search Engine Optimization (SEO) specialist on Search Engine Marketing (SEM) Campaign to make the Ziff-Davis Media web site more search engine friendly, and thus ranking higher in search engines.
- Worked with ASP files in Dreamweaver8 where part of my role included implementing Meta tags, creating and designing a 404 error trapping page, creating breadcrumb navigation throughout the site, and changing HTML and creating new CSS tags to optimize the site.

**9.2004 - 3.2005                      Bose - Web Developer (Consultant)                      Stow, MA**

- Site mapped a large Intranet product web site at Bose using inDesign.
- Changed the layout of the site, navigation, and operation of the site.
- Used FrontPage, HTML, Dreamweaver MX, and Photoshop CS to produce deliverables.

**12.2003 - 1.2004                      Bose - Web Developer (Consultant)                      Framingham, MA**

- Redesigned, developed, and tested Intranet for a division at Bose.
- Changed the look, navigation, and operation of the site.
- Streamlined data processing and data gathering by developing an Access database and converted site from static to dynamic.
- Web Application uses ASP to update and retrieve data. (Previous site used static Excel spreadsheets.)

**9.2001 - present                      Web Design of Boston - Web Developer/Founder**

- Started building web sites for small businesses, corporations, and local artists. Built [www.wdofb.com](http://www.wdofb.com) with XHTML, CSS, Javascript, JQuery, Dreamweaver, and Photoshop.
- Use CSS, HTML, JavaScript, JQuery, Photoshop, Illustrator, Flash, and any other technologies needed to make the site work for the client.
- Latest work: [www.jazdmarkets.com/new/](http://www.jazdmarkets.com/new/) & [www.kqbodywork.com](http://www.kqbodywork.com)

**2.2001 - 11.2001                      Nokia - Web Developer                      Burlington, MA**

- Managed US Intranet and collaborate with Europe on Internet.
- Managed print (banner, brochure, other design) projects with 3<sup>rd</sup> party vendors.

- Maintained a web site using Apache on RedHat Linux. Web site was used for Research and Development internal documentation and streaming media, intended for use by both computer and television -based web clients.
- Developed intranet site navigation using MS Visio.
- Conducted demonstration of Nokia Mediaternal. Including technical specifications, capabilities, and fielded questions at trade show.
- Developed a contact database and data entry form in MS Access.
- Designed visual email blasts in HTML for direct marketing.
- Combined database and email blasts to produce a mail merge.
- Exhibit leadership skills in trade show and meetings.
- Conducted various HTML, JavaScript, and CSS tests on Linux platform to determine the output produced on a television set.
- Assisted in writing testing documentation on HTML for content partner SDK manual. Specifically how tables, frames, and other objects are handled on a television set using the Nokia MT.

## EDUCATION

<b>1991 - 1995</b>	<b>Boston University - School of Management</b> Bachelor of Science in Business Administration	<b>Boston, MA</b>
<b>1997 - 1998</b>	<b>Institute of Computer &amp; Cyberspace Technology</b> Client/Server Application Development (Visual Basic, ORACLE)	<b>Boston, MA</b>
<b>2000</b>	<b>Clark University</b> Webmaster Certificate Program	<b>Framingham, MA</b>

## INTERESTS

Reading, movies, sports, yoga, photography, kayaking, skiing, and travel.