Danielle J. Valliere

E-mail: danielle.valliere@gmail.com

Objective   To obtain a product/online marketing role that applies my strong technical background, industry expertise, and skills in problem solving, creativity, and cross-organizational teams.

Qualifications Summary   A hands-on problem solver, with a high level of technical proficiency, strong initiative, and innovation. Excellent communications skills. A positive attitude with a proven track record of success. Demonstrated success with web design/e-business, e-commerce, B2B, and the professional services.

- *Customer Communications:* Developed and contributed to web strategy for numerous high-traffic sites to improve usability, increase traffic and loyalty.
- *Solution Concept to Execution***:** Solid competency in translating business issues into company solutions including requirements development, delivery, support, and analysis.
- *Innovative Application of Technology***:** Unique ability to understand and apply the capabilities of technology to solve a particular business problem or create business opportunity.
- *Product development***:** Full lifecycle experience in scoping, designing, developing, deploying, and supporting business applications and marketing web sites.
- *Teaming and collaboration***:** Experienced in working in cross-organizational teams and directly with the customer to identify, prioritize, and design solutions for business requirements.
- *Excellent track record* of handling multiple complex projects simultaneously, with tight deadlines, and rapid results.

Technical Skills

Languages:	HTML, XHTML, DHTML, CSS, SQL, Basic JavaScript
Software:	Crystal Reports, Adobe Photoshop, Adobe ImageReady, Word, Excel, PowerPoint, OpenOffice
Tools:	CVS, SSH, FTP, TextPad, HomeSite

Professional Experience

Web Marketing Developer, Kensington Technology, *San Mateo, CA*   2003 – December 2004

- Collaborated with cross-functional team of engineers, designers, and partners to develop, test and deploy the new branding web site for Kensington. Tied together Kensington's award winning packaging, highlighted new retail placements, and clearly differentiated Kensington's products from its' competitors.
- Successfully managed relationships and projects with Project and Marketing Managers, Designers, and Engineers to meet aggressive deadlines in a dynamic, fast-paced, priority-shifting environment.
- Analyzed requirements from operations and product marketing to create a new Item Setup tool for Pricing, Supply and Inventory. Redesigned interface, resolved conflicting cross department requirements that was critical to product launch.
- Collaborated with marketing department by creating online presence as a tie-in to implement multi-channel promotions.
- Designed and implemented custom Crystal Reports by interfacing closely with executive decision makers. Optimized financial decisions and increased accuracy for forecasting quarter goals. Reports Included: POS, Channel Analysis, monthly earnings, profits, inventory.
- Managed multiple web projects for resellers' resource sites such as major business partners including Dell and IBM, internal company tools, and ACCO Brand owned companies.
- Restructured the setup of the Product Catalog that is used by the entire company for different functions. Resulting in more organized information, improved interface, and efficiency. Product catalog included, price, copy, shipping, dimensions, and images.

User Interface Developer 9Star Research Inc, *Santa Clara, CA*   2002 – 2003
Contract
- Coded the entire front end of a PHP based site (100+ pages), including Style Sheets, JavaScript, and basic PHP coding. Integrated backend functionality with User Interface for the launch.
- Designed the entire site from scratch, targeting Executives, Businesses and Capital Markets. Framework in place to expand globally after US launch.

Web Developer Elance, *Sunnyvale, CA*   2001 –2002
- Implemented and tested new navigation designs for the entire e-commerce site including **eBay** splash pages, and style guides for the Elance partners. Coalesced the structure and usability of the Elance site with a consistent corporate look and feel.
- Executed new feature requests, bug fixes, and web site updates for the Marketing, Customer Loyalty, Product Management, QA, and Enterprise teams. Generated an improved experience for the Elance customers.
- Intense HTML coding, dramatically restructuring upward of 100 pages in a week, in addition to coding several upper level pages from scratch. This placed the team in a great position for the scheduled launch.

Analyst IBM - alphaWorks, *Cupertino, CA*
Contract   2001
- Designed and implemented web site architecture and HTML templates for the redesign of alphaWorks site. Provided common templates for alphaWorks team to integrate dynamic and static content throughout the site.
- Defined company style guide conventions, produced different treatments for home page and 2nd level navigation based upon wire frames. Enabled executive management to visualize and lay out the direction of the redesign.
- Re-designed statistics query forms by combining extensive JavaScript and HTML forms with a new user interface. Increased performance, intuitiveness and efficiency for IBM's business group.

Web Developer BadDog Digital Services**, *Rochester, NY*
Internship   2000
- Modified online time sheets using ASP. Added options to view hours for individual employees, hours billed to clients, and time period searches ultimately saving BadDog unnecessary expenditures.
- Created an Oracle database and implemented a set of ASP pages which enabled the customer to browse the product data, select the parts of interest, and receive a quote via email. Increased the customers' ease of use and the ability to customize the specifications to meet their needs.

Web Production Assistant Resource Advantage Group**, *Fairfield, NJ*
Internship   1999 – 2000
- Collaborated with Rodman Publishing to design, implement and maintain, easy to use layout and interface design of several major online magazines.
- Re-designed Happi's web site layout, incorporating banner ads and creating additional advertising possibilities. Inquiries about advertising increased 100%.

Education and Professional Development
UC Berkeley Extension 2005 **Certificate in Marketing** (in progress)
Classes: Essentials in Marketing, Essentials in Advertising, Market Research, Market Planning

Rochester Institute of Technology, Rochester, NY   **BS in Information Technology**
Concentration: Multimedia, Dean's List 6 semesters