

VINCENT D. HEILMAN

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SKILLS & EXPERIENCE

- Analytics
- UI Design
- HTML & XHTML
- SEO/SEM
- JavaScript
- PHP
- MySQL
- XML
- DHTML
- FLASH
- Adobe Dreamweaver
- Adobe Photoshop
- MS Office Applications
- Linux Web Servers
- Microsoft Web Servers
- Content Management Systems

SUMMARY

A results driven web manager, designer, developer, and trainer with over 10 years of experience supporting/coding/designing, who excels in deadline driven environments and remains flexible under pressure. A demonstrated problem solver, who is committed to professional standards and is effective working independently as well as contributing to a team effort.

PROFESSIONAL EXPERIENCE

- 10+ years experience in developing and designing clean, usable, and extensible websites.
- Advanced knowledge and experience of UI design, developing custom templates and themes for Content Management Systems, e-commerce sites, and web-based applications.
- Expert in all aspects of Search Engine Optimization (SEO) using ethical techniques accepted and promoted by the major search engines Google, Yahoo!, Bing, Ask, and others.
- Extensive background using Social Media and Web 2.0 technologies to build brand awareness and corporate marketing efforts for projects and websites.
- Deep knowledge of SEM uses for blogs & RSS feeds, strategy for the creation of blogs, as well as implementation and launch.

Swank Tank, LLC **Director, Online Services**

Mar 2009 – Present

- Managed priorities, development projects and workflow for a team of internal and outsourced web developers.
- Trained new team members on best practices for SEO, blogging, social marketing, and content management.
- Led the design and development of SleekFly.com and the network of sites within.
- Developed and implemented web strategies and tools to increase organic traffic for all company websites.
- Developed innovative link building and online marketing campaigns.

The New York Times Company, Regional Media Group **Online Technical Producer**

2007 – 2009

- Provided implementation, training, and support of new technologies for the groups' 16 media websites generating over 650 million annual page views.
- Worked with enterprise level partners; Yahoo!, Google, Brightcove, Awareness, Eve, and others to deliver new services to our sites including Yahoo! Search, mapping, media streaming, blogs, forums, and directories.
- Worked with a team of developers and designers to re-design all of the different newspaper sites, and bring them on to one common platform using the SAXOTECH Content Management platform for Publishers.
- Designed website usability tests to increase performance, customer loyalty and traffic for media websites generating over 650 million annual page views

Saxotech, Inc.
Creative Manager & Corporate Webmaster

2006 – 2007

- Drove content decisions through competitive analysis, presentation of fresh ideas and analysis of past performance metrics.
- Conceptualized industry leading site enhancement strategies, defined business goals, calculated ROI, created design mockups/wireframes and wrote detailed specification/requirement documents for Creative, IT, Production and Q&A teams.
- Performed on-going site analysis and made recommendations to improve SAXOTECH.com
- Aligned corporate branding efforts by creating templates, including PowerPoint, white papers, and case studies
- Re-branded and designed partner collateral to match corporate initiatives; upheld the corporate identity package by producing and maintaining a shared PDF describing the proper use of logos, color definitions, and fonts
- Re-designed and developed a new global Website merging English, Danish and Swedish language into one system managed by regional administrators using a content management system and translation tools.
- Designed channel collateral document templates to match corporate initiatives; developed centralized corporate icon / graphics library for use with all corporate, product and special event / trade show presentations

Apexity, Inc.
Owner / President

2003 - 2009

- Managed development teams of 3-10 people to successfully execute projects
- Positioned several clients in top 10 search engine spots for their chosen keywords
- Developed an online entry form and database that collected over 200,000 entries for a client promotion
- Set up an automated system for signing up new hosting customers, purchasing domain names, account creation on remote servers, and recurring billing
- Created website and marketing materials for Dippity-Do.com sponsorship with ESPN's Summer X-Games

eAngler, Inc.
Webmaster

2000 – 2003

- Redesigned eAngler.com for a better user experience
- Managed a weekly e-mail newsletter with over 200,000 subscribers featuring products for sale, photo gallery, professional guides, and advertising
- Improved page load times by 42% and reduced bandwidth
- Designed advertising banners and flash ads for AOL, MSN, and Yahoo advertising campaigns
- Selected as a team member to develop the only official online website to purchase The State of Florida's Recreational Hunting and Fishing Licenses

Atlantic of Tampa / Lucent Technologies
Webmaster

1997 – 1998

- Redesigned Corporate website
- Selected by executive leadership team to help develop and launch the Telovations ISP as a new company division
- Designed the logo and marketing collateral for Telovations
- Worked with development teams to create an ISP Portal to support sales and customer service needs
- Worked with development team to build the corporate intranet and lead the design of user-interface, navigation and graphics

Technical Skills

Software	Microsoft Office: Access, Excel, Frontage, Outlook, PowerPoint, Project Manager, Publisher, Word	14 years
	Microsoft Visual Studio	3 years
	Adobe Acrobat, Illustrator, InDesign, Flash, Fireworks, Homesite	4 years
	Adobe Dreamweaver	10 years
	Adobe Photoshop	12 years
	Operating Systems	Windows (3.1, 95, 98, NT, 2000, XP, 2007)
	Mac OS X	2 years
	Linux (Ubuntu, CentOS)	1 year
Web Skills	HTML	14 years
	XHTML	8 years
	JavaScript, AJAX, JQuery, MooTools, Dojo	4 years
	PHP	7 years
	ASP	2 years
	SEO	10 years
	Content Management Systems	8 years
	Web Design	14 years
	Theme design/custom templates	8 years
	Wordpress	4 years
	Drupal	1 year
	Joomla	5 years
	Google Analytics	4 years
	Google Website Optimizer	1 year
Google Apps for Business	2 years	
Omniture SiteCatalyst	1 year	
Web Server Management	WHM/Cpanel	6 years
	Plesk	2 years
	Cloud server management (Rackspace & Amazon)	1 year
	DNS	7 years

Testimonials

“Vince is one of the most resourceful creative managers I’ve known. He quickly grasps complex subjects and is able to play a key role in formulating clear, concise messages. He’s a pro with any online marketing or communications tactic you throw at him, as well as creative design for conventional print and offline media. A great guy to know, and if you’re lucky enough, work with.”

- Paul Harris, VP Corporate Marketing, SAXOTECH, Inc

“I had the pleasure of working directly with Vince on a number of joint web site ventures. Vince is a detail oriented marketing professional who possesses a rare combination of technical capabilities and business acumen. Vince is extremely creative and has a keen ability to understand business priorities and how digital marketing tools can be implemented to drive success. Vince is a tremendous colleague and I look forward to our paths continuing to cross.”

- Larry Meadows, Product Manager, Raymond James & Associates, Inc.

“Technically savvy and dedicated to solving problems with new and creative ideas, that is how I would describe Vince. Vince was always up-to-date on the latest technologies or if not would bring back new ideas and thoughts about them within hours of learning of them. A true pleasure to work with.”

- Mark Regan, Product Manager, SAXOTECH, Inc.

“Sense of urgency, attention to detail and an extremely talented designer who is fluent and comfortable in many medias; I can’t recommend Vince highly enough. He goes the extra mile to exceed expectations!”

- Jeff Hoffman, Senior Partner/Operations, E. Viddal & Associates, LLC