

## Michael Elberg

424 Hawthorne St. Apt 1

Glendale, CA 91204

818-484-8193

[melberg@nhwebpro.com](mailto:melberg@nhwebpro.com)

[www.lawebweaver.com](http://www.lawebweaver.com)

### About Me

- Over 20 years of professional experience focused on Internet Development, Production and Operations.
- Proven background successfully managing all facets of site development, from initial design and architecture to site deployment and client management.
- Demonstrated ability to complete high-end projects in deadline-oriented environments.
- Adept at successfully revamping Web sites to enhance user satisfaction and retention time, streamline navigation, and increase ad revenue and sales.
- Extensive experience in responsive web site design and development.
- Familiar with the full SDLC, including experience with analysis, requirements definition, design, development, testing, launch and ongoing support.
- Experienced Project and Line Manager as well as Web Developer.
- Strong focus on usability/user experience and SEO.
- Able to effectively communicate with wide range of clients and coworkers.

### Experience

#### Senior Web Developer/Director of Technology

Nugs.net - San Francisco, CA

##### 2012 - Present

- Creation and maintenance of all corporate and client web sites.
- Daily interactions with the company's CTO and CEO to determine business goals, resource allocations and team management for ongoing and new projects.
- Third Party Project Management and QA.
- Development and implementation of effective website management techniques and procedures for corporate and client sites.
- Determination of client requirements.
- Establishment of client goals and implementation of customized website design options.
- Maintenance of optimal website performance for client and corporate sites.
- Working with clients to determine website creation and management needs.
- Preparation of website design specs and coordination with clients to ensure quality work.
- Development and maintenance of corporate Content Management System.
- Providing support for Company's Mobile apps.

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### **Web Developer/E-Commerce/IT Manager**

#### **The Powershopper – Altadena, CA**

**2010 - 2012**

- Provided management, oversight and direction to the organization's electronic commerce and electronic business efforts.
- Developed and executed marketing strategies to promote products and services directly to on-line customers and for conducting transactions on an Internet website.
- Was responsible for Website Development/Maintenance (CMS, ASP.NET Code, SQL Server, HTML and Graphics).
- Participation in the design and implementation of website marketing plans.
- Developed and managed marketing tests and new programs.
- Managed 5 direct reports (CSR and Web Developers).
- Established entrepreneurial goals for the company's electronic commerce, ensuring the website achieves marketing objectives and adheres to quality standards regarding appearance and content that would increase sales and reduce distribution and other costs, and reduce time and labor.
- Provided market analysis and definition for product growth within market segment.
- Identified, managed, and evaluated on-going web alliances and partnerships.

### **Web Operations Manager/Developer**

#### **Irving Oil Corporation – Portsmouth, NH**

**2005 – 2010**

- Worked with third party vendors where I was responsible for the final code review and deployment to the website.
- Managed day to day content. Interfaced with B2B, B2C, Customer Service, Consumer Services, IS, Marketing, Refinery, Aviation, Lubricants and Home Heat divisions and other departments and vendors to create content.
- Ongoing duties included code review, QA, implementation strategy and scheduling deployments.
- Analyzed, recommended and developed all site UI enhancements and improvements.
- Managed all vendor relationships and supervised a group of consultants.
- Planned, built and managed technical upgrades to site.
- Attended executive meetings and advised company on web-related issues and strategy.
- Managed 50+ domain names.
- Responsible for site statistics and Google Analytics.
- Involved with all aspects of vendor selection and management.

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### Web Operations Manager/Developer - Continued Irving Oil Corporation – Portsmouth, NH

#### 2005 – 2010

- Oversaw and redesigned all aspects of B2C website.
- Wrote all ASP, HTML, CSS, Ajax and JavaScript code, and designed site database.
- Worked on site conversion to .Net platform.
- Built all tables and wrote queries and stored procedures for the SQL Server.
- Increased web traffic (from about 100 in 2005 to almost 40,000 hits a month today).
- Improved usability - responded to users' requests and usability studies.
- Created a more efficient web interface with consumer services, thus reducing their email response load.
- Built a number of micro-sites for company's marketing campaigns.
- Implemented an online Price Protection Program where customers could pre-buy heating oil at set price for the season.
- Designed and built an online gas pricing application where truckers could check on gasoline pricing at Canada's Truck Stops. Prices were updated by internal Fleet team using CMS system.
- Administered two web servers (Test and Production) and database server (MS SQL Server) on heavily trafficked consumer site.
- Built Content Management System.
- Translated printed company material to web.
- Created and manipulated images for web usage. Kept product images current.
- The role was broken up as follows: 40% Project Management, 20% Web Design, 40% hands on coding.

### Web Master/Administrator/Developer Lilly Software Associates– Hampton, NH

#### 2001 – 2005

- Served as the webmaster/web administrator/web developer for the entire corporate Internet and Intranet site. Job responsibilities included both web development and web administration of Microsoft IIS. Responsibilities ranged from front-end user interface design, to back-end relational database design and development.
- Technologies used: HTML, JavaScript, DHTML, Active Server Pages [ASP], Cold Fusion Markup Language [CFML], SQL, Database Design and Normalization, testing methodologies, CMS.
- Very good with creating or being given a Comp and turning it into a standards compliant website.

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### Web Master/Administrator/Developer - Continued

#### Lilly Software Associates– Hampton, NH

##### 2001 – 2005

- Wrote unique database driven CMS (Content Management Systems) in both ASP and Cold Fusion. These systems allowed the client the ability to dynamically generate entire web pages, sections of web pages, and email newsletters without having to know any HTML.
- Focused on usability issues in website design, and on the next wave of technology improvements as suggested by the World Wide Web Consortium [W3C]. Made a sincere effort for the websites to work on ALL platforms and browsers [user-agents], and concentrate specifically on forward compatibility, that is, designing with future web browsers and technology in mind, while not alienating the older browsers.

### Senior Web Master

#### Lernout & Hauspie – Boston, MA

##### 1999 – 2000

- Directed a team of 6 web developers (junior to senior level VB, ASP, Cold Fusion).
- Negotiated design and functionality issues with HTML designers, e-commerce producers, and technical developers; explained technical issues and hurdles; worked for consensus.
- Guided development of other internal web applications by developers, including applications which enabled on-the-fly job posting, store category creation, design tweaks, and content.
- Evaluated new projects for Web group.
- Responsibilities included day-to-day functional management tasks, as well as delivery-specific technical leadership.
- Scheduled all site deployments, did code reviews and QA.
- Wrote ASP code, created SQL Server database and integrated it into the site.
- Built Content Management System.
- Involved and managed the in-house Intranet application with comprehensive range of features and functionality including discussion forum, bulletin boards, and other interactive facilities designed to support collaboration between team members.
- Involved in the concept generation and the web content of the Internet and Intranet site.

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### Web Master/Developer

ProfitKey International – Salem, NH

**1995 – 1999**

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- Technologies used: HTML, JavaScript, DHTML, Active Server Pages [ASP], Cold Fusion Markup Language [CFML], SQL, Database Design and Normalization, testing methodologies, CMS.
- Very good with creating or being given a Comp and turning it into a standards compliant website.
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### Training Specialist

Defense language Institute – Monterey, CA

**1987 – 1994**

- Created Russian language exercises geared to the learner level ability
- Selected samples of authentic discourse which were appropriate for the course
- Created graphics for the textbook and accompanying CD-ROM
- Served as a Team Leader
- Solved computer/software related issues and assisted others
- Served as a model to course writers throughout the project by exploring ways of creating graphics and ways to modify German prototype activities so that they would be more appropriate for other languages.
- Shared knowledge with colleagues and furnished them with necessary materials.
- Used my knowledge of both English and Russian to clarify instructions and to make activities more suitable for learners.

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### **Work Samples**

[www.livemetallica.com](http://www.livemetallica.com)

[www.livechilipeppers.com](http://www.livechilipeppers.com)

[www.livephish.com](http://www.livephish.com)

[live.brucespringsteen.net](http://live.brucespringsteen.net)

[umlive.net](http://umlive.net)

[nugs.net](http://nugs.net)

[nugs.tv](http://nugs.tv)

[www.livewidespreadpanic.com](http://www.livewidespreadpanic.com)

### **Education**

University of California San Jose

Santa Cruz, CA

Certificate Multimedia Studies

American University

Washington, DC

M.A. Russian Studies/International Service

Saint Louis University

Saint Louis, MO

B.A., Russian