

# *Jamar James*

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## **Objective:**

To obtain the Digital Marketing Manager position which will utilize an experienced Technical Marketing Project Manager with an emphasis on creating Brand Loyalty Programs and Online Customer Retention.

## **Professional Summary and Achievements:**

Over 17 years of Online Technology experience focusing on developing website marketing programs, with emphasis on emerging technologies and website integration with 3<sup>rd</sup> party tools designed to increase customer acquisition and generate revenue. In addition, I am a Sr. CRM Analyst with strong analytical skills identifying requirements, implementing online marketing methodologies with an emphasis on best Project Management practices. I am a senior manager with experience managing digital marketing teams. My resume provides insight into my past experiences and highlights my technical knowledge regarding my Online Technical comprehension. In summary, I am a very Technical and Experienced Sr. Business Analyst, Online Marketing Consultant, with overall Project Management experience.

### Most Relevant Position

**Web-CMS-CRM Manager**  
Irvine, CA

**Actavis, Inc**

**Jan 2014 - Present**

- Define business requirements for website changes within Site Core.
- Responsible for Site Core Security and User Administration, and creating new roles for vendors.
- Lead responsible for managing and publishing content and design changes via Site Core.
- Responsible for the over change management and branching policy in TFS and building new branches.
- SharePoint Analyst for website content updates and change history.
- Analyst responsible for managing and creating test Cases for business and QA to use during UAT Test.
- Responsible for workflow management within Sharepoint and Site Core and developer resources.

**Digital Brand Loyalty Manager**  
Irvine, CA

**Allergan, Inc**

**Jan 2013 - Jan 2014**

- Analyze, documented, defined and recommended new CRM Web Systems, most notably SiteFinity, Marketo, Salesforce Radian 6 and Appature Nexus.
- Responsible for implementing Utilization Strategies and managing Contract Cost of 3<sup>rd</sup> Party vendors.
- Developed and contributed to new SOW's and presented Post Implementation Reports regarding project success, and/or lessons learned.
- Managed Development Resources, Project management cost through Team Foundation Server, Sharepoint and Clarity PPM (Project and Portfolio Management).
- Setup Automated Marketing Campaigns through Silverpop and Appature deployment tool.
- Web Services Administrator of Omniture, Webtrends, Silverpop, Marketo, and Appature.
- Provided Design Support for Email Campaigns, Survey's, SMS Blast and Mobile App Development.
- Responsible for Architecture Review and Security Screening for Mobile App Development.
- UAT Sign Off and Acceptance of Mobile App Deployments to Mobile Iron.
- Responsible for uploading and deploying apps to the Apple Store and Open Droid Marketplace.

**Sr. Web Analyst / Online CRM**  
Irvine, CA

**Allergan, Inc**

**Jun 2011 - Jan 2013**

- CRM Analyst responsible for management of Silverpop email marketing to over 9 million registered users
- Analyst Brand Manager responsible for integrating Silverpop and Salesforce customization projects.
- Oracle and SQL Server Analyst responsible for managing data integrity and customer profile security.
- Responsible for web CID, URL Personalization, and KPI Key Performance Indicators to measure the success of new marketing initiatives.
- TFS Operator of Team Foundation Server to manage new web initiatives and Quality Assurance task.
- Closely cooperates with marketing brand managers to recommend technology to accomplish sales goals.
- Utilized test harness's to validate web services, api calls, and xml mapping files.

- Administrator for Omniture, Google Analytics, Silverpop and Salesforce user and reporting tools.
- Allergans Website Supported: Over 40 websites supported, notable websites, brilliantdistinctionsprogram.com, latisse.com, botox.com, lapband.com, vivite.com, juvederm.com, natrelle.com, allerganaccess.com, bdconsumerloyalty.com and more.

**Web Program Manager / Sr. Analyst      BestBuy - Cowboom.com      Jan 2010 - June 2011**  
**Irvine, CA**

- Created Webtrends custom reports to analyze A to B landing page statistics.
- Primary goal was to implement ecommerce modifications, build solid web foundation, and determine web changes based on maximum conversion rate and most beneficial customer experience enhancements.
- Analyzed business/technical requirements specific to BestBuy PRC system and developed full set of test documentation including Test Plan, End-To-End tests, test cases, test suites, test matrices, acceptance check lists, etc.
- Initiated new website changes based on Webtrend statistics regarding live chat, email blast and entry points related to organic search results.
- Project manager experienced implementing projects from start to finish in both Waterfall and Agile Scrum Development Environments. Created all wire frame documentation using visio and axure.
- Experienced with online technologies that utilize, web service calls, 3<sup>rd</sup> party API calls, data transmission utilizing XML files, and SAAS tools.
- Validated and managed changes to web trend tagging and was responsible for change management of analytic tagging.
- **Website's Supported.** <http://techliquidators.com/> <http://dealtree.com/>  
<http://www.cowboom.com/index.cfm> <http://ez.eztradein.com/eztradein/>  
<http://bestbuy.dtdeals.com/auction/index.cfm> <http://www.bestbuytradein.com>
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**Sr. Online Business Analyst (Contractor) Black & Decker      Aug 2009 - Jan 2010**  
**Lake Forest, CA**

- Responsible for all website analytics, page rank optimization and exit page analysis, responsible for reducing visitor bounce rank and overall web traffic.
- Managed changes to CMS, CRM and Stellant Microsoft Applications. (Sitefinity, WebSuite, and Salesforce)
- Responsible for defining statement of work, business requirement gatherings for website redesign.
- Created CAR (Capital Acquisition Request) for proposed website redesign changes.
- Collaborated with product management teams to develop website process plans and data mapping documents.
- Utilized SQL DB Scripts to extract relevant point of sales data to compare with website traffic.
- Managed and updated Content Management System for web page optimization.
- Performed confidential website sales and pricing A&B testing to determine visitor triggers for conversion to purchase.
- Implemented Google analytics and website trend tagging on all website paging.
- Performed cross functional requirement gatherings between online marketing and consumer service groups.
- Utilized custom applications to validate the transmission of XML data containing product specifications based on user request.
- Responsible for managing and change management for Google analytics, Webtrends and Omniture analytics across various Black & Decker brands.
- Initiated meetings to discuss and report on web traffic results in regards to entry, exit pages, location tracking in regards to where our media spots were being ran and our customer conversion rate.
- Websites Supported: <http://www.pfisterfaucets.com> <http://international.pfisterfaucets.com/home.aspx>  
<http://www.kwikset.com/> <http://www.kwikset.com/Trade-Professionals/Overview.aspx>

***Professional Experience:***

**Project Manager / B.A. Support      Expect Media / ItrackBiz.com      Mar 2006 – Aug 2009**  
**Phoenix, AZ**

- Managed the creation and development of over 300 Web 2.0 Websites created via Java, Joomla, .Net Wordpress and HTML.
- Responsible for gathering all business requirements from client and translating requirements into business specifications.
- Collaborated with end users to define test scripts, user acceptance testing and final signoff.
- Evaluated and performed functionality testing on current websites and company software.
- Managed internet marketing campaigns, lead generation, call tracking, and organic search engine optimization using white hat methods.
- Responsible for all online marketing, SEO, SEM, website analytics for over 300 clients.
- **Website's Supported:** <http://sellquickforcash.com> <http://www.arrowheadhonda.com/>  
<http://www.gatewaychev.com>

**Sr. QA/Business Analyst                      Bank of America / Tek Systems                      Aug 2004 – Feb 2006**  
**Phoenix, AZ**

- Hired as a systems analyst consultant to work on TYSY credit card conversions.
- Responsible for coding, testing, and recommending changes based on business specifications.
- Performed UAT and Stress testing in a pre-production environment, post production.
- Participated in full life cycle development right from the requirement gathering to production.
- Critical member of the MBNA to BofA Credit Card Process Integration.
- Utilized testing tools like Fitnese, Silk, WinRunner and other automation tools.

**Systems Analyst                                      Pacific Life Variable Annuities                      Apr 2000 – Jun 2004**  
**New Port Beach, CA**

- Responsible for program design, coding, unit testing, and documentation of internal applications.
- E-Commerce support included VB development, coding, testing, and web application design.
- Configuration management responsibilities utilizing Visual Source Safe and Continuous Management Software.
- Responsible for internet form maintenance utilizing Adobe and SDK Tools.
- Managed an in-house policy pages system.
- Responsible for the distribution of all annuities contracts.
- Responsible for researching, recommending, and testing new systems and business processes.
- Conducted interviews, lead JAD Sessions, strategic planning meetings, and gathered business requirements.
- Sole programming projects included Visual Basic Application, and MS Access forms.
- Document conversion specialist utilizing Raw PCL, Print File, Word, and PDF.
- Created macros using MS Excel, MS Word, and MS Access for non-technical users.
- Considered a department expert on documentation systems and file conversion output methodologies.

**Data Info. Mgr. /Operation Analyst                      Walt Disney Imagineering                      Dec 1998 – Apr 2000**  
**Anaheim, CA**

- Hired as a Documentation Manager/Technology Consultant for the California Adventure construction project.
- Recommended, implemented, and installed all hardware of The DCC Computer Systems which is presently in use.
- Initiated implementation of Windows NT, Software Installation And Terminal Server - Citrix Setup
- Researched & proposed a system called Bidcom which was utilized for real-time communication with GC.
- Maintained and managed Notes/Source Document Repository.

**Documentation Analyst/Document Control Specialist                      Mar 1998-Dec 1998**  
**Alcon Laboratories Irvine CA**

- Gathered and Documented requirements for data migration, interface design, and product enhancements
- Programmatically created documentation builds from word document source files
- Participated In The Design, Development, & Post Implementation Of The JD Edwards SDLC.
- Supported end-user training and provided on-site assistance during JDE rollout in the production environment
- Developed On-Line Training Materials And Assisted In Training Users Located Off Site.
- Performed system orientation and provided go-live support to each facet of JD Edwards's team.
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**QA Analyst (Tester)/Documentation Analyst                      June 1994 – Mar 98**  
**(USMC)-Marine Corps Air Station Tustin, CA**

- Generated summary reports and proposals of Military Aviations Systems such as Nalcomis & SALTS.
- Managed A Technical Publication Department With Over 7500 Publications.
- Responsible For Auditing 16 Maintenance Departments and Developing Quality Assurance Test Procedures
- Quality Assurance Environment Control Testing Of Technical Directives And Process Modification

### COMPUTER SKILLS

- Test Automation: QTP, SilkTest, Selenium
- Operating Systems; Windows Vista/7/2003/XP/ Unix/Sun Solaris, MAC, Novell, Linux, & OS/2.
- Web Testing Tools: Tamper Data, Fiddler, Firebug, Webload Performance Testing, IE/Firefox Web Developer Toolbar
- Documentation Software; RoboHelp, PageMaker, Illustrator 8.0, MS Front Page, & Adobe CS6
- Bug Tracking: Rational ClearQuest, HP Quality Center, Trac, Jira, FogBugz, Mantis, BugZilla Configuration Management; Continuous, Visual Source Safe, FileNet, & File Imaging,
- Database; SQL Server 6.5 MS Access, Dynabase, & Personal Oracle
- Project Management; Rational Rose, MS Project 2000, & BidCom, Clarity PPM, MS TFS
- Programming Languages; COBOL, Unix, Linux, Java, HTML, SQL, Visual Basics, Adobe SDK & C/C++. Net, Data Objects, XML, Visual FoxPro, .Net Nuke, PHP
- Markup languages: HTML, XML, AJAX, CSS
- SEO, Webtrends, Omniture, Google Analytics, InfusionSoft, Marketo, Appature, Silverpop
- Documentation Software; RoboHelp, PageMaker, Illustrator, Visio, Front Page, & Adobe Suite
- Database/Tools: Toad Data Analyst, SQL Server Client, Oracle 11, Oracle Forms, Developer 2000
- Configuration Management; Continuous, Visual Source Safe, FileNet, & File Imaging,
- Database; SQL Server, MySql, Dynabase, DB2 & Oracle 8i, SQL Server 6.5 MS Access
- Website Development: Drupal, Joomla, PHP, MySql, HTML XML, CSS, Cold Fusion, Java Script, Word Press

### ACHIEVEMENTS

Major accomplishments include:

- Managed the conversion of 5 websites to one content management system for Black & Decker.
- Systems Analyst for Pacific Life's Variable Annuities e-commerce implementation of "Valet-Web" utilizing Oracle 8i, HahtSite, Visual Studio 6 (VB, and C++) and Sybase (Power Designer 7) modeling utilities.
- Lead Systems Analyst for data migration of 12 million users for the Bank of America MBNA acquisition and TSYS conversion.
- Increased visitor traffic on Black & Decker website from 40,000 monthly to 110,000 monthly in 3 months time.

### ***Education:***

B.S., Computer Information Systems, DeVry Institute of Technology, CA.

### **Technical Skills**

<b>Website Platforms:</b>	Word Press, Drupal, Joomla, Open Source, Mambo, Hot Banana, ModX, SiteCore
<b>Campaign &amp; Analytics:</b>	Webtrends, Google Analytics, WordTracker, Keyword Discovery, CPC/CPV, CPA, PPC, eCPA, SEO, SEM, Video Marketing, Web 2.0, Search Engine Configuration, Competitor Analysis, Website Analysis, Web Usability
<b>CRM &amp; CMS:</b>	SalesForce, Zoho, InfusionSoft, SiteFinity, DotNetNuke, SharePoint, OpenCms, InfusionSoft, Mercato Solutions
<b>Databases:</b>	Oracle, SQL, MySql, SQL Server, Access,
<b>Configuration Management:</b>	Visual Source Safe, ClearCase, FileNet, ChangeLogic,
<b>Programming Languages:</b>	.Net, Java, AJAX, CSS, HTML, C/C++, Data Objects, DAO, Cold Fusion, .Net Nuke
<b>CASE Tools:</b>	Visio 2000, Delphi, Quirk Express, PACE
<b>Project Management:</b>	Rational Rose, MS Project, eProject Tracker, GantHead,
<b>iTools, Kiwi Manager</b>	

**Website Testing Tools:**  
Management

Selenium, WET, Web2Test, Clever Track, XQual Test