

Resume for Steve Sobel - Contact:

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Objective:

To acquire a position that enables me to utilize my combination of business and technical skills and make a significant impact on an organization's bottom line.

Business Skills:

Experienced in team management, business analysis, project management, business and technical writing and oral presentation. Strong interpersonal and team leadership skills. Background in technical development.

Current Work:

15 Letters – Director of Technology - May 2008 to Present

Duties:

- Manage a dedicated group of developers and creative technologists for the development of interactive marketing programs
- Web server administration, configuration and maintenance
- Web and Kiosk development using PHP/MySQL
- Participate actively in the innovation / creative stages of projects
- Ensure that the technology team has the necessary infrastructure and tools to work efficiently
- Work with clients and cross-functional teams to develop requirements for projects and marketing initiatives
- Analyze and improve internal workflow processes for technology and project management departments
- Serve as a mentor for Project Managers

Achievements:

- Managed a team of direct reports including developers and creative technologists
- Implemented the use of the Subversion Version Control system and best practices for the technical team
- Developed 15 letters inc's business continuity / disaster recovery plan
- Authored and enforced programming and production best practices
- Managed a variety of projects ranging from web promotions to museum kiosks and iPhone applications
- Served as primary client liaison on most projects
- Provided both business and technical direction on all client projects

Previous Employment:

Duo Consulting – Maintenance Director / Project Manager – Jun 2007 - April 2008

Duties:

- Manage a dedicated group of developers and designers for site and application maintenance
- Manage client relationships with respect to both ongoing maintenance and new projects
- Provide expertise on the architecture and infrastructure of client solutions
- Analyze and improve internal workflow processes

Achievements:

- Creation of a dedicated group to serve client maintenance needs
- Automation of client maintenance budget reporting

HSBC – Senior Lead Management Specialist – June 2004 to June 2007 (Promoted to Senior Feb 2006)

Duties:

- Manage the planning and implementation of marketing technology and infrastructure projects and processes
- Manage technical projects for the improvement of HSBC's branch marketing system
- Assist in planning marketing communications creative. Execute marketing communications programs that drive maximum effectiveness of promotional programs and campaigns to improve Consumer Lending business results.
- Coordinate with campaign teams to load marketing leads to be disseminated through the branch network
- Perform analysis of report data to monitor system performance and make recommendations for improvement
- Manage and research incoming questions for Marketing and Lead Management related issues
- Assist with the project planning and prioritization process for HSBC's Consumer Lending business unit

Achievements:

- Creation of an automated lead file audit system
- Conceptualized and managed development of a of database driven support ticketing system called "Marketing Questions"
- Developed and taught a training course for HSBC employees wishing to learn about the marketing system

OpeningBands.com – President, Webmaster, Programmer, Editor - August 1997 to 2006

Duties:

- Manage a staff ranging from 20-50 students and volunteers
- Write and copy edit articles for publication on the site
- Author and maintain a MySQL database driven website and online community
- Planned and ran organizational meetings twice a week
- Acted as booking agent and event manager for two concerts per week

Achievements:

- OpeningBands is now a household name in Champaign-Urbana and is gaining popularity in Chicago and St. Louis in addition to drawing attention from major labels such as Sony, Warner Brothers and Maverick.
- Founded and managed a successful not-for-profit organization dedicated to the promotion of independent music
- Developed leadership skills as a personnel manager, stage manager and concert promoter – booking artists ranging from small local bands to national touring acts such as Grammy nominated band Liquid Soul.

Riverwatcher - Web Developer / Client Services Manager - March 2001 to May 2004

Duties:

- Management of several concurrent projects with multiple employees
- Production and programming of websites and web-based software applications

- Directly responsible for maintaining client relationships
- Authored our Scope of Work documents for potential clients, and determined pricing of software / websites

Achievements:

- Wrote customized project management software for Riverwatcher, which reduced paperwork and increased management efficiency by 30%
- Responsible for the complete overhaul of several businesses backend processes by developing easy to use web-based tools. In one such example: Converted an office consisting of 4 walls literally full of post-it notes to a simple web-based management system
- Developed several internal tools used to automate our development of websites - cutting development time by as much as 50% in many cases

♦ **Other Relevant Work Experience:**

Nuevos Horizontes - Web/Database Developer – Sep 2000 to May 2001

- Maintained and updated database, developed embedded multimedia broadcasts

Laboratory for Community and Economic Development - University of Illinois – Jan 2000 to Dec 2000

- Designed visual-end and back-end development of LCED's website and online tools

Beckman Institute Systems Services, University of Illinois - System Administrator / Web Programmer – Jun 1999 to Oct 1999

- Administration and maintenance of a multi-user Sun server running Solaris / Created and maintained web pages and CGI/Perl scripts.

Microprof, Computer Graphic Artist, Sound Engineer, and Web Designer - Jun 1998 to Jan 2000

- Created 3d and 2d graphics in 3d Studio MAX and Photoshop / VRML game and action scripting / Created in-game sounds and music / Administration of office's Windows NT domain and clients / maintained company website

Collegeclub, Marketing Director (UIUC Campus) – Nov 1998 to Sep 1999

- Management of UIUC marketing team for www.collegeclub.com / Planning of marketing materials distribution using a coordinated team of UIUC campus representatives

Illini Media - The Daily Illini -Web publisher / Web designer - May 1999 to Aug 1999

- Published the summer edition of the Daily Illini newspaper to the web, as well as maintenance of websites and data

DMISI, Network Technician - Fall and Spring Aug 1996 to May 1997

- On-site installation and configuration of Ethernet connections in University certified residence halls

University of Illinois Mathematics Department, Mathematica Lab Instructor - Aug 1996 to May 1997

- Taught and assisted students with mathematics homework, and the Mathematica software package for University classes

♦ **Education:**

Bachelor's Degree in Mathematics and Computer Science from University of Illinois at Urbana-Champaign

♦ **Personal Accomplishments / Activities:**

- Assisted in the development of a custom designed web programming language called RACE - www.racekit.net
- Founder of openingbands.com, an organization dedicated to the promotion of independent music
- Served as Corporate Liason, ACM (UIUC Chapter) - Coordinated speaking events and seminars involving high-profile technology companies
- Developed and released several pieces of software to the public domain
- Administrator of a collocated Linux based web and email server which hosts dozens of websites and provides traffic monitoring and spam/virus protected email service to clients

♦ **Technical Skills:**

Web Development	Desktop Applications	System Administration	Programming
Scripting: Perl, PHP, RACE, ASP (C#)	Design: Photoshop, Illustrator	OS: FreeBSD, Linux, Windows	Languages: C / C++
Web: HTML, CSS, Javascript, DHTML, jQuery / jQuery UI	Web: Flash, Homesite / Dreamweaver	Web Servers: Apache with ModSSL, Xitami, Microsoft IIS	Scheme / LISP ML / APL MIPS Assembly
Database: MySQL, PostgreSQL, Access, MS SQL	Office: Word, Excel, Powerpoint, Visio	Mail Services: Postfix, Maildrop, SpamAssassin, ClamAV	
Content Management: Drupal, OSCcommerce, Mambo, PostNuke		Analysis: AWStats, Webalizer, Google Analytics, MRTG	