

Chris Chaudruc – IT and Marketing Project Manager and Developer

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OVERVIEW

Experienced online marketing and internet development professional seeks a project management role with a group dedicated to online work. With a background in design, development and marketing I can integrate best-practices from all of those disciplines into any project I handle – and I am not afraid to roll up my sleeves and research tough development and technology issues.

WORK EXPERIENCE

2004 – current

Salt Communications, Chicago, Illinois / *Director of Interactive Projects*

Account Interactive Lead

- Championed interactive initiatives with Nestlé Waters, Hershey's Foodservice, Vienna Beef, Bongrain Cheese and Simplot. Worked directly with clients to determine their interactive needs and looked for opportunities to propose additional interactive projects that complemented their marketing and sales goals.
- Designed and implemented online recipe contests - coordinated culinary schools, celebrity chef judges and online recipe submission application. Pulled together over 1,000 recipes for Bongrain (Alouette Cheese) and provided operational feedback from test kitchens. Managed all print and other marketing collateral.
- Created intranet portals for Nestlé Waters and Sodexo with interactive Flash profitability calculators demonstrating the value of carrying bottled water inside Sodexo-run facilities.
- Designed USADineout.com site for S.Pellegrino and leveraged word of mouth marketing power using food blogs in target markets. Participation up 23% from prior year. Cut our online banner buys in half.
- Drafted all project proposals, budgets, schedules, scope of work and requirements documentation
- Prepared all corresponding information architecture wireframe documentation and UXP mockups

Project Management

- Project management of all web site development and marketing
- Lead development team of designers and programmers for large initiatives
- Implemented web-based requirements management system for interactive projects allowing all stake-holders to have access to project status and issues
- Communicated requirements to development and design team – provided guidance and technology options when needed
- Communicated progress to account team and client stakeholders
- Managed scope documentation and change orders for final accounting and invoicing to client
- Data mining and reporting on site and campaign metrics using CentrPort and HitBox

Interactive Development

- Created and managed channel and customer-specific sales portals
- Implemented and managed online consumer and trade loyalty programs and promotions
- Programmed interactive Flash profit calculators, sales tools and historical timelines
- Programmed ASP.NET and PHP portals, media assets managers, promotions and applications

1999 – 2004

Design Design Communications, Chicago, Illinois / *Internet Developer*

Account Interactive Lead

- Sales support role with clients such as LaSalle Bank/ABN-AMRO, Discover Card & GrainWaves

Information Architecture

- Redesigned LaSalle Bank Workplace Direct eBanking Portal implemented by their IT department
- Design & information architecture for all online deliverables

Interactive Development & Project Management

- Production of web application deliverables using HTML, JavaScript, ASP.NET, PHP, SQL, Flash
- Designed and coded extensive content management system for the Village of Rosemont
- Marketing of web sites and online advertising campaign design and management

1999 – 2000

Web Video Ads, Evanston, Illinois / *Principal & Video Engineer*

- Launched start-up web video production and hosting firm in Northwestern incubator
- Integrated hosting with Akamai
- Created and hosted videos for clients such as Peapod, Caterpillar, ENH and Eli Lilly
- Sold interest and joined Design Design Communications

1995 – 1999

GXWeb, Chicago, Illinois / *Internet Developer*

- Designed and produced web sites – helped to launch WineBid.com
- Worked with Giant Step on redesign projects
- Produced web site deliverables and managed hosting servers (IIS and Apache)

1994 – 1995

Scott Ross Ltd., Glenview, Illinois / *Print & Packaging Designer*

- Redesigned Gardetto's Snack Mix vend packaging
- Purchased print ads, managed print media campaign of \$250,000
- Designed and revised print advertising in trade publications

TECHNOLOGY SKILLSET

Very comfortable with all aspects of internet development, marketing and hosting. Particular focus on XHTML, PHP, ASP/ASP.NET, JavaScript and AJAX. Familiar with MySQL and MS-SQL. Familiar with Flash MX and integration of front-end interfaces with datasets. Working knowledge of IIS, Apache and web hosting configurations. Conceptually familiar with J2EE framework, Java application servers, servlets and JSP

Very familiar with Microsoft Office suite as well as Visio and Project

Very familiar with Adobe Creative Suite for creating site designs and wireframe layouts.

Very familiar with HitBox & CentrPort reporting, Overture and Google ad campaigns as well as Doubleclick and managing online ad-banner campaigns.

EDUCATION

CALarts

Art and design studies 1993 – 1994. 1994 Returned to Chicago after Northridge quake

Colgate University

Graduated with B.A. 1990. Dual majors in Economics and Fine Arts

Northwestern University

Fall semester 1987, transferred to Colgate

ASSOCIATIONS

Asilomar Information Architecture Institute