

CIW Professional certified BBA with vast experience and a widely eclectic skill set, focused on the development of interactive applications based in web technologies. Hundreds of projects completed using a variety of softwares for clients of all sizes and from all industries. Specialties include content management systems, graphic design, UI / UX engineering, database / application architecture, server/client-side scripting, social marketing, search engine optimization, affiliate marketing, traffic analysis, brand strategy, hosting administration, project management, copywriting, search engine marketing, SaaS product development and multimedia production. Accolades including 2006 ADDY, 2010 WebAward and 2010 W3 Award wins.

Proprietor

Val Erb, Services at Large [Bennington, VT]

July 2010 - Present

- Producing new websites and microsites including: ColdFusion-powered [K SVC.com](#), [slgLawFirm.com](#), [Green2Growth.com](#) (with a PHP/WordPress blog) and [GoVITL.net](#); and ASP-based [CVPS.com/SmartPower](#) and [EnergyEfficiencyForHealth.com](#).
- Updating, enhancing and supporting existing sites including: ColdFusion-powered [EnjoyBurlington.com](#) and [GoVKAT.org](#); ASP/C#-based [NewBulbInTown.com](#); PHP/Drupal-powered [VTQuitNetwork.org](#), [OVX.org/nikoteen](#) and [OVX.org](#); PHP/WordPress-based [5WordsAboutAdvertising.com](#); PHP/Flash-powered [8outOf10.com](#) and [StartWhereYouAreVT.org](#); and static [SchlesingerAssociates.com](#).
- Producing HTML-format distribution email newsletter templates for organizations including National Grid and the State of Vermont's Department of Health.
- Managing social media campaigns for venues including Facebook and Twitter.
- Consulting in areas including creative direction, social networking, hosting migration, WordPress blog installations, web traffic analytics and search engine optimization.

Executive Producer » Creative Director

W. Hardy Interactive, Inc. [Southern VT & Mill Valley, CA]

September 2005 - June 2010

- Led the team that completed over 120 projects for leading northeast advertising agency Kelliher Samets Volk, including development of [StartWhereYouAreVtPro.org](#), the winner of a 2010 [WebAward](#) for Outstanding Achievement in Web Development and 2010 [W3 Awards](#) in the Structure & Navigation and Education categories.
- Completed projects for Sun Microsystems including: development of interactive Flash-based demonstrations of the [Sun Java Studio Creator 2](#) and [NetBeans 5.5](#) integrated development environments (IDE's); production of portlets for the MySDN portal; and hosting including the Java Studio Enterprise collaboration service.
- Led the team that developed the AuthorFriendly website publishing platform, with systems for eCommerce, blogs, e-mail newsletters, reviews and more; currently powering several dozen websites, including [HerosJourneyFoundation.org](#), [QuillGordon.com](#), [Garage45PriceGuide.com](#), [DBLDN.com](#), [CarlaKing.com](#), [LisaAlpine.com](#), [SelfPubBootCamp.com](#) and [BenningtonBakery.com](#).
- Led production of new websites including [VermontCountryProperties.com](#), [GoVermont.com](#), [Maho.org](#) and [EstateConcordiaPreserveVillas.com](#).
- Led management and enhancement of existing websites, plus email newsletter, pay-per-click & banner advertising, SEO and social media campaigns.

Director of Interactive Marketing

CAP Creative [Manchester, VT & Sarasota, FL]

September 2004 - August 2005

- Produced new interactive websites, including regional winners of 2006 [ADDY Awards](#) in the Flash-based business-to-business (B2B) and consumer website categories.
- Managed email newsletter, pay-per-click, rich media & banner advertising, search engine optimization (SEO) and search engine marketing (SEM) campaigns.
- Designed, deployed and managed n-tier web/email/database server network.
- Implemented live and on-demand streaming of weekly radio programs.

- Supported staff and clients in a variety of software applications.

Proprietor

Val Erb, Services at Large [Manchester Center, VT]

June 2003 - September 2004

- Designed, developed, managed and supported new and existing websites.
- Managed pay-per-click advertising and search engine optimization campaigns.
- Provided hosting management, local area network (LAN) administration, computer repair, technical consulting and other services to businesses and individuals.

Project Manager

W. Hardy Interactive, Inc. [Manchester Center, VT]

September 2000 - June 2003

- Designed, developed and managed websites.
- Managed small staff of designers and programmers.
- Built, implemented and managed server network.

Bookkeeper

Manchester & the Mtns. Regional Chamber of Commerce [Manchester Center, VT]

December 1999 - August 2000

- Owned all accounting and data management functions.
- Managed member publications, including websites.
- Administrated the local area network & servers.
- Trained and supported staff in various softwares.

Building Manager

Bets Truck Leasing, Inc. [North Hoosick, NY]

May 1991 - December 1999

- Designed, purchased, installed and administrated a new LAN.
- Trained staff in a variety of softwares.
- Managed warehouse / inventory.
- Administrated various filings.

Bachelor's of Science, Business Administration

The University of Rhode Island [Kingston, RI]

September 1995 - May 1999

- Graduated with distinction - 3.36 cumulative GPA.
- Completed core curriculum including management, finance, accounting, computer science, statistics, MSI, behavioral science, marketing, law and communications.
- Completed supplemental curriculum including drawing, sculpture, art history, music, theology, anthropology, history, theatre, physics, psychology and philosophy.
- Participated in the Experimental Arts and Art Film societies.

Mount Anthony Union High School [Bennington, VT]

September 1991 - May 1995

- Graduated with high honors - 3.78 cumulative GPA.
- Completed advanced placement courses including calculus, physics and English.
- Completed elective courses including computer science, drafting and graphic design.
- Participated in foreign exchange program with students from La Rochelle, France.