

Valentine R. Erb II

Summary

CIW certified professional with business background and a widely eclectic skill set. Focus on interactive applications based in web technologies. Hundreds of projects completed using various softwares for clients of all sizes and from all industries. Specialties include server management, design, database / application architecture, server-side scripting, traffic analysis, project management, brand strategy, copywriting, search engine optimization, affiliate marketing, PPC campaigns, product development and multimedia production.

Experience

August 2005 – June 2010

Executive Producer » Creative Director

W. Hardy Interactive, Inc. | Mill Valley, CA

- Completion of more than 120 projects for leading northeast advertising agency Kelliher Samets Volk.
- Completion of projects for Sun Microsystems including: development of interactive Flash tours of the Studio Creator and NetBeans IDE's; portlet production; and hosting the Java Studio Enterprise collaboration service.
- Lead developer of the AuthorFriendly product, a platform for powering fully content-managed websites, with systems for eCommerce, blogs, eNewsletters, reviews and more - currently powering more than 40 websites.
- Creative and operations management for a small staff of project managers, designers and developers.
- Design, development and management of new websites including StartWhereYouAreVtPro.org, Maho.org, EstateConcordiaPreserveVillas.com, GoVermont.com and VermontCountryProperties.com, as well as dozens of AuthorFriendly-powered websites such as HerosJourneyFoundation.org and QuillGordon.com.
- Management and enhancement of existing web sites at StartWhereYouAreVT.org, EnjoyBurlington.com, SchlesingerAssociates.com, Stowe.com/FindYours and the Acadia National Park (NPS) private Intranet.
- Campaigns including email newsletters, PPC & banner ads, search engine optimization and social media.
- Configuration/re-configuration and active management of web, application, database and email servers.

September 2004 – August 2005

Director of Interactive Marketing

CAP Creative | Sarasota, FL

- Design, development, and maintenance of websites including gold and silver ADDY award winners.
- Email newsletter, pay-per-click & banner advertisement and search engine optimization campaigns.
- Design, deployment and management of company network, including web, email and database servers.
- Support to clients and employees for a wide variety of Mac, PC and browser-based software applications.

June 2003 – September 2004

Proprietor

Val Erb, Services at Large | Manchester Center, VT

- Design, development and management of new and existing websites, plus PPC and SEO campaigns.
- LAN administration, PC repair, server management and general consulting to businesses and consumers.

September 2000 – June 2003

Project Manager

W. Hardy Interactive, Inc. | Manchester Center, VT

- Design, development and management of new and existing websites.
- Design staff management and coordination with programmers.
- Build, implementation and management of n-tier server network.

December 1999 – August 2000

Bookkeeper

Manchester & The Mountains Regional Chamber of Commerce | Manchester Center, VT

- Administration of all accounting and data management functions.
- Management of member publications, including websites.
- Maintenance and repair of the office's local area network.
- Training of and support to co-workers in various softwares.

May 1991 – December 1999

Building Manager

Bets Truck Leasing, Inc. | North Hoosick, NY

- Design, purchase, installation and administration of a new LAN and training of staff to use it, the Office suite and a customized accounting, tax/mileage, equipment, safety and dispatch software package.
- Warehouse / inventory management, facility maintenance, tax filings, construction and landscaping.

Education

September 1995 – May 1999

Bachelor's of Science, Business Administration

University of Rhode Island | Kingston, RI

- Centennial scholarship recipient. Graduated with distinction. 3.36 cumulative GPA.
- Curriculum included management, finance, accounting, computer science, statistics, operations management, MSI, behavioral science, marketing, law, economics and communications, plus drawing, sculpture, art history, music, theology, history, theatre, physics, psychology, philosophy and more.
- Activities included the Experimental Arts Society and the Art Film Society.

September 1991 – June 1995

High School Diploma

Mount Anthony Union High School | Bennington, VT

- Graduated with high honors. 3.78 GPA. Curriculum included: honors humanities and sciences; advanced placement calculus, physics and english; computer science; and graphic design.
- Activities included travel to France, golf, tennis, track and cross-country running.

Software Concentrations

- Adobe Photoshop / ImageReady and Flash / ActionScript (all versions)
- Server side scripting including ColdFusion, PHP and ASP/.net
- Javascript including third-party libraries such as YUI and Lightbox, etc.
- Structured Query Language for MySQL, MS SQL and Access databases
- HTML/XHTML/DHTML / XML/RSS / Cascading Style Sheets (CSS)
- Microsoft Windows (all versions, including servers)
- Microsoft Internet Information Services (IIS) web server
- POP3/IMAP / SMTP / web mail server platforms including Merak / IceWarp
- Third-party solutions including AbleCommerce and SlideShowPro with Director
- Open-source platforms including Drupal, Joomla, Moodle and WordPress
- Microsoft Office, OpenOffice.org and GoogleDocs productivity suites