

## STEPHEN WEINBERG

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### PROFESSIONAL OVERVIEW

A skilled marketing and business analyst with expertise in web analytics, email marketing, search engine marketing and requirements visualization. Extensive background in web/graphic design.

#### Roles

- Business Analyst – Requirements Documentation
- Web Metrics Analyst
- Web Marketing Manager
- Information Technology Manager

#### Solutions

- Requirements Visualization
- Web Metrics
- Search Engine Marketing & Optimization (SEM/SEO)
- Email Marketing, Web & Graphic Design

### EMPLOYMENT SUMMARY

FordDirect.com <i>On behalf of Perficient</i>	Business Analyst	Coordinated requirements documentation and participated in realignment of collaborative delivery model processes.
Lexmark <i>On behalf of Perficient</i>	Web Metrics Analyst	Developed and tested Omniture/Web Metrics Solution Design for Support Portal project.
Borders Group, Inc.	Web Metrics Analyst	Primary analyst for Borders.com. Web site and email marketing metrics analysis for bookstore chain.
US Sports Camps, Inc.	Web marketing & Information Tech Mgr.	Email & web marketing campaign management, Web site and system development for sports marketing organization operating NIKE Sports Camps nationwide.

### EDUCATION

- Bachelor of Arts, Hamilton College 1997

### Professional Training/Certifications

- Omniture (Site Catalyst) Training
- iRise Training

### Portfolio

- <http://www.weinbergdesigns.com>

## **PROFESSIONAL AND BUSINESS EXPERIENCE**

**Perficient, Inc. Feb 2010– Present**

**Sr. Business Consultant**

CLIENT: FordDirect.com

Managed requirements documentation for Enterprise Content Management & FordRacing.com redesign

Responsibilities:

- Implemented requirements visualization using iRise
- Established and maintained detailed documentation using Confluence WIKI
- Participated in coordination and updating of collaborative delivery model for use in cross organization projects

CLIENT: Lexmark

Omniture solution design and implementation on Lexmark global support portal

Responsibilities:

- Develop Omniture/Web Metrics Solution design based on client functional requirements
- Assist in solution implementation on LifeRay portal, configure Omniture SiteCatalyst administration
- Validation of metrics tagging and client education for SiteCatalyst

**Borders Group, Inc. Nov 2007 – Feb 2010**

**Web Metrics Analyst**

Designed metrics plan and participated in implementation for launch of Borders.com eCommerce site. Provided company wide reporting.

Responsibilities:

- Resident Omniture expert. Created reports, Provided new user training, administered report suite
- Equifax Hyperion reporting. Complex data mining for marketing analysis
- Custom SQL DataWarehouse reporting
- Provided immediate analysis of online program effectiveness. Reporting sales and operations metrics at regular frequency to a wide audience of business and technical resources, including company directors, executives and vendors/partners.
- Provider of key customer data for identifying functional issues for production support.
- In-depth email marketing analysis using control groups to measure promotions valuation in a multi-variant environment.
- Participated and measured ongoing site optimization efforts for Paid & Organic Search Engine Marketing.

## **US Sports Camps, Inc. Jun 1999 – Sep 2007**

### **Web Marketing and Information Technology Manager**

Operational and strategic roles for sports marketing organization which organized and operated 500 NIKE Sports Camps across the country at Colleges, Universities and Prep-Schools.

#### Responsibilities:

##### Web Marketing & Graphic Design

- Designed and managed annual email marketing campaign to 300k+ opt-in database members. Design and delivery of creative HTML messages. Developed content rich pieces maintaining company, brand, and privacy/CAN-SPAM standards.
- Pay-per-click advertising campaign management. Site content development for search engine optimization.
- Developed and executed complete web marketing plan with an average yearly budget over \$100,000.
- Management and maintenance of USSportscamps.com. Site analytics using Google Analytics and Web Trends Log Analyzer.
- Designed wide assortment of printed marketing pieces. Handled concept development and creative delivery. Including, magazine style brochures, folding brochures, logos, letterhead, business cards and newspaper & magazine advertisements.
- Highly skilled in the use of Adobe Creative Suite Applications (Photoshop, Illustrator, InDesign, Dreamweaver, Flash).

##### Information Technology

- Designed and oversaw the large-scale re-write of the company's database and web site infrastructure, advancing the use of .NET application programming.
- Support and development of complete network services; maintain server-side and user hardware and software for a 50 person office. Skilled in Windows Server, MS Exchange and MAC OS X Administration.
- Introduced technologies to allow secure full support of mobile users and remote offices, including VoIP and CITRIX.

*References Available Upon Request*