

Dan Pouliot

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Global Webmaster /Database Designer/ e-Marketing Expert

Profile

Highly skilled, versatile, deadline-driven creative professional with twelve years of web, database and multimedia experience. Proven ability to produce and manage enterprise class web sites. Significant experience in brand management, marketing program development, demand generation programs, customer communications and direct sales and channel support. Conversant in both in the high-level aspects of marketing/brand management as well as highly technical world of the web. Leverage latest web technologies to enhance brand image and speed time-to-market. Deploy nimble sites that can quickly evolve to meet rapidly changing business requirements. Design and produce database-driven online systems: content management, lead/job tracking and workflow automation.

Professional Experience

CTO, The Mansion on O Street, July 2007 - present

Responsible for technology direction of company. Design and deploy end-to-end hotel management system, housing all aspects of business intelligence, improving efficiency of management.

Self-Employed — 2006 - July 2007

Hired on a contract basis. Contracts include

Lodging Econometrics— Redesign 3 web sites, leveraging server- and client-side as well as standards-based web design to reduce redundancy and lower maintenance costs.

The Mansion on O Street— Create one unified, cross-platform system to manage all aspects of business: placing reservations for hotel or events, requesting reservations, creating/managing gift certificates, auto-correspondence, managing contacts, eliminating duplicates. Eliminated 3 disparate applications, turned quadruple entry into single entry.

Renesis Corporation— Web application and web site design.

Global Webmaster, Enterasys Networks, Andover, MA — 2000-2006

A leading provider of networking hardware, software and services for the global enterprise market

Leveraged diverse skill sets to support Marketing Communications in a number of capacities:

Webmaster/Information Architect— Produced and maintained global web presence: public site, intranet and partner portal.

- Worked with staff of four to rebrand www.enterasys.com (>300 pages) in six weeks.
- Worked closely with global marketing managers representing 16 geographies and 13 languages to meet local business needs while maintaining brand image.
- Produced and maintained employee intranet, working closely with various departments: Sales, Human Resources, Finance and IT. Translated business requirements into easy to use web sites.
- Maintained channel web portal. Assisted IT in design and usability of ecommerce environment, managed IT and vendors to deploy MSCMS code for portal redesign. Participated in UAT for rollout of new designs/features.
- Managed four public site rebrandings and two intranet redesigns. Phased redesign deployments sped time-to-market.
- Managed valued outside vendors for selected initiatives.

- Executed demand generation programs from initial customer email through call to action.

Database Designer— Produced database-driven systems for global marketing and sales needs; most notably:

- Sales lead routing tool, tracking 26,000 leads for global sales department
- Numerous content management systems, enabling non-HTML savvy staff to produce web content:
 - Enterasys Advantage newsletter supporting direct and channel sales— (including WYSIWYG authoring) saving the company \$160K annually
 - Product Catalog— managing over 150 datasheets that published custom views to multiple audiences (produce once, publish to many), available in multiple languages
 - Events Calendar— that published to multiple audiences and multiple views (calendar view, list view) with dynamic interactive overlays
 - Enterasys Networks News Room— news releases (in 4 languages), Industry News and Enterasys in the News, published across 3 domains.

Designer— Leveraged creative strengths to redesign public web site and intranet, as well as produce online ads, complete with call to action. Worked closely with Art Director to translate Photoshop templates into tangible functional result.

Photographer— Executive and product photography for use online and in print.

Web Operations Manager, Cabletron Systems, Rochester, NH — 1997-2000

A world-class provider of data communications equipment for the enterprise and service provider

Managed three public site rebrandings. Supervised nine member staff responsible for maintaining public web presence.

Managed online advertising budget. Established policy for proper use of HTML on corporate web sites. Automated and web-enabled Marcom production workflows, from initial client request to staff assignment to drag-and-drop posting and archiving of completed collateral.

Multimedia Developer, Cabletron Systems, Rochester, NH — 1995-1997

Worked with seven member team to produce four innovative promotional CD-ROMs using Macromedia Director.

Photo Lab Technician & Archivist, Computer and Information Services, UNH, Durham, NH — 1989-1995

Produced the highest quality prints for publication or exhibition. Studio & location photography & support. Manage Lotte Jacobi archive of 40K+ negatives. Successfully unified disparate paper inventory, pricing and invoicing processes into a database system, improving order efficiency, increasing order accuracy and enabling instant reporting.

Technical Skills

Significant knowledge of (X)HTML, DHTML, CDML, JavaScript, CSS, SSI, PhotoShop, Illustrator, AppleScript, AppleScript Studio, Data Architecture (FileMaker Pro 2 through 8.5 Advanced and 8 Server). Some knowledge of XML/XSLT, PHP, Perl, Grep, Apache, AJAX/AHAH, ER Diagramming. Able to separate structure (XHTML), presentation (CSS) and behavior (JavaScript) and maximize cross-browser/platform compatibility. Additional experience: 3D (Bryce, Cinema 4D), video editing/ripping/optimizing (Final Cut Express, iMovie, iDVD, QuickTime Pro, Media Cleaner) audio editing (SoundEdit, QuickTime Pro). 15 years Macintosh experience, 10 years Windows experience. Studio and location photography.

Education

University of New Hampshire, 1989

Bachelor of Fine Arts