

# JEFFREY MEDINA

370 WISCONSIN AVENUE, UNIT 101, LONG BEACH, CALIFORNIA 90814

562.881.7202 ▪ JEFF@JEFFREYMEDINA.COM

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## Electronic Commerce Executive

### SUMMARY

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I am a high-impact leader with over a decade of management experience spanning the entire value-chain of globally competitive high technology enterprises. Through a combination of SEO, SEM, email marketing and creating usable, effective websites I specialize in making profitable business units with an emphasis on electronic marketing and commerce. I have a successful track record creating profitable ecommerce and web divisions and obtaining top search rankings for highly competitive keywords.

### TECHNICAL PROFICIENCY

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**Strengths:** Electronic Commerce, Systems Analysis, Business Process Automation, Leadership, Communication, Project Management, Team Building

**Base Products:** Office - Office 2010, Visio - Visio 2010, Visual Studio 2005-2010, Team Foundation Server, Windows Workflow Foundation, SQL Server Management Studio, SQL Server Integration Services, Data Warehousing, Business Intelligence Studio, SharePoint Designer, Microsoft Office SharePoint Server, Biz Talk Server, Axapta, Web CEO, Google Analytics, EmailAdvior, Photoshop, Illustrator

**Languages:** HTML/DHTML, CSS, JavaScript, C#, VB, SQL / T-SQL, XML, XSLT

**Technologies:** ASP.NET 1-3.5, AJAX, Web Services, IIS

**Platforms:** All editions and versions of Windows client and server platforms

**Methodologies:** Agile software development, Scrum, RAD

### CAREER WORK PATH

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DISKEEPER CORPORATION ([HTTP://WWW.DISKEEPER.COM](http://www.diskeeper.com)) ▪ BURBANK, CA ▪ 1999-PRESENT

**VICE PRESIDENT OF GLOBAL WEB OPERATIONS AND E-COMMERCE SALES**

**AUGUST 2009-PRESENT**

**Responsible for:** Electronic Commerce Revenue ▪ Internet and Intranet Operations ▪ Business Process Automation ▪ Analysis ▪ Strategy ▪ Planning ▪ Design ▪ User Experience ▪ Development ▪ Testing ▪ Deployment ▪ Search Engine Marketing ▪ Search Engine Optimization ▪ Paid Search ▪ Consumer Support

#### **Key Accomplishments:**

- ☑ Requested by the CEO and COO to direct website because of previous successful track record in driving online revenue.
- ☑ Responsible for causing the current aggressive growth spurt starting from August 2009.
- ☑ Q1 2010 online sales is up over Q1 2009 online sales.
- ☑ Co-authored the new "global web operations" division in the company.
- ☑ Improving the usability and experience on the website resulting in a dramatic increase in macro and micro conversions.
- ☑ Created a real-time dashboard using Excel Services, Data Cubes, MOSS, SQL Server Analysis Services and SQL Server Integration Services that provides valuable intelligence helping me start and continue an aggressive growth spurt.
- ☑ Worked directly with the COO at our newly restructured London office to get them logistically and organizationally established, productive and profitable. Over the course of two weeks, a new organizational structure and all business processes were worked out and defined. I was highly commended for my contribution in this successful project and making a highly productive and profitable London office.

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**EXECUTIVE VICE PRESIDENT FOR BUSINESS PROCESS AUTOMATION**

**MAY -JULY 2009**

**Responsible for:** Business Process Automation

**Key Accomplishments:**

- ☑ Designed, developed and implemented a custom built order processing system that receives orders from our distributors VIA EDI or XML through a BizTalk interface and puts new orders received into our Axapta ERP system. We then modified our ERP system using X++ and Morph X to create an orders processing system and business process that processes, ships and invoices orders automatically. This replaced a dreadfully long manual process that started with a fax.
- ☑ Created a custom built employee review portal and workflows using MOSS and SharePoint Designer which replaced a previous non-reliable paper-based system.

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**CHIEF INFORMATION OFFICER**

**AUG 2008-MAY 2009**

**Responsible for:** Business Process Automation ▪ Automation ▪ Future Planning and Direction ▪ Revenue

**Key Accomplishments:**

- ☑ Designed and implemented a custom built maintenance renewal system that automatically creates and distributes renewal contracts for customers. The system looks up each customer's account, creates a custom quote in our ERP system, uses custom algorithms to correctly pro-rate pricing and sends out the completed quote. The system is autonomous utilizing basic AI to determine what products to use and it requires no maintenance even when new product editions are released.
- ☑ Implemented measures to increase email delivery rates to over 95% from a low of 30%.
- ☑ Designed and implemented a custom built SharePoint web part tool that allowed marketing staff to quickly clean and prepare mailing lists for delivery. This tool removes ask-offs, email addresses that have reached the bounce thresholds, invalid email addresses and unconfirmed email addresses. We released this tool as a MOSS web part and added this web part to the marketing and sales intranet pages.
- ☑ Was called upon by the CEO to recover our website rankings on Google, Yahoo, MSN, Ask and other top search engines. Within the matter of weeks, I re-implemented previous successful techniques and quickly recovered and achieved top rankings for our top and most competitive keywords.
- ☑ Created a custom MOSS site for Human Resources to manage the entire process of processing a new job applicant. The system included custom workflows that recorded senior interviews and testing results.
- ☑ Created a custom MOSS site for Public Relations to manage customer testimonials. As new testimonials that are Ok'd for release are entered into a custom SharePoint list, they are automatically shown on our corporate website and searchable by the public. The system has built in XML based fail-over in case of a communication breakdown between our website which is hosted at our Qwest NOC and our MOSS site located at the corporate headquarters data center. This system is now easily managed by one staff member part time and eliminated the need for future developer time.

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**DIRECTOR OF AUTOMATION**

**JAN 2008-AUG 2008**

**Responsible for:** Automation Development ▪ IT Operations ▪ Help Desk ▪ Database Management

**Key Accomplishments:**

- ☑ Conceptualized and developed solution to decrease help desk traffic by successfully eliminating more than 500 open help desk tickets and open issues.
- ☑ Built a development department which replaced the need for outsourcing to expensive contractors.

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## VICE PRESIDENT FOR ELECTRONIC BUSINESS

OCT 2003-DEC 2007

**Responsible for:** Electronic Commerce Revenue ▪ Internet and Intranet Operations ▪ Business Process Automation ▪ Analysis ▪ Strategy ▪ Planning ▪ Design ▪ User Experience ▪ Development ▪ Testing ▪ Deployment ▪ Search Engine Marketing ▪ Search Engine Optimization ▪ Consumer Support

### Key Accomplishments:

- ☑ Thought of and custom built all electronic revenue streams which now has generated over \$25 million in gross revenue.
- ☑ Created year over year multi-million dollar growth in electronic commerce from 2003 – 2007.
- ☑ Thought of and custom built the first ever AJAX driven volume licensing purchasing wizard for our large corporate buyers which increased electronic commerce sales over \$1 million per year.
- ☑ Created a secure electronic software delivery system which has never been compromised and is the only way software is delivered now companywide.
- ☑ Thought of and custom built a fully integrated tracking and analytics system to track visitor activities and the success of our promotional activities.
- ☑ Despite tough competition I achieved top rankings for all strategic keywords across the top search engines such as Google, Yahoo, MSN, ASK, etc...
- ☑ Brought all website design, planning and development in-house reducing costs and increasing production.
- ☑ Contributed custom built software, web services and new technologies into our family of software products that is used by millions.
- ☑ Created custom call tracking applications and internal support tools that staff use on a regular basis to accomplish their daily duties.

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## DIRECTOR OF ELECTRONIC PRESENTATIONS

OCT 1999-OCT 2003

**Responsible for:** Website management ▪ Electronic Marketing ▪ Product Demos ▪ Email Marketing ▪ Search Engine Optimization ▪ Webmaster

### Key Accomplishments:

- ☑ Managed and maintained the corporate website and established all electronic marketing collateral including banner ads, HTML emails, product demos, and CD browsers
- ☑ Helped create and launch the new corporate website in December 1999.

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## EDUCATION AND CREDENTIALS

DeVry Institute of Technology, Pomona, CA

### Bachelor of Science in Computer Information Systems

- Dean's List

Hubbard College of Administration, Los Angeles, CA

- Associate of Applied Science Degree Program

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## TRAINING

- ASP.NET Training Programs
- Industry Trade Shows
- Industry Seminars

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## AFFILIATIONS

- Executive Council Member, April 2008-July 2009
- Financial Planning Member, October 2003-December 2007, April 2008-July 2009
- Executive Advisory Council Member, October 2003-December 2007