

Jeffrey B Cortez

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RESUME SUMMARY

Results driven professional with 10 years of experience in development, project management, strategic online marketing and media. A proven track record in building and developing online marketing campaigns for small and large engagements. Self-motivated initiator and strategic thinker with strong communication, management, analytical, problem-solving, and decision-making skills.

EXPERIENCE

- Project Management
- Account Management
- Client Services
- Website Strategy (development, maintenance, redesign)
- Online Community Development
- Social Networking Applications/Widgets
- Search Engine Marketing (SEM, SEO, PPC)
- Online Banner Advertisements (standard/rich media)
- Email Marketing

EMPLOYMENT

SolutionSet (rif)

San Francisco, CA

Project Manager

10/2008 to 5/2009

Managed client engagements from initiation to completion of various small and large-scale web development projects. Accountable for developing client relations throughout project lifecycle working closely with internal teams and external vendors.

Accounts include: Chronicle Books, Scientific Learning, Intel/ASUS, Federated Media

- Delivered on time and within budget (\$50k to \$200k) client solutions and strategies for website redesigns, maintenance, community development, search engine marketing, e-commerce, and social/viral marketing applications
- Chaired cross-functional development meetings, facilitated issue resolution, managed action items and key milestones of teams consisting of 10-15 members
- Supported partner level management in business development efforts through written proposals
- Negotiated client expectations on project deliverables based on scope, budget and schedule
- Effectively resolved issues that arose through the project lifecycle in order to maintain the project integrity and schedule
- Successfully drove project teams to aggressive deadlines and tight budget limits as agreed upon through proper planning and execution

McCann Worldgroup

San Francisco, CA

Interactive/Integrated Producer

9/2007 to 10/2008

Oversaw development and delivery of multiple interactive components to large scale advertising campaigns by utilizing and managing internal and external interactive agency resources.

Accounts include: Microsoft Windows Live Messenger I'm Initiative, Live Search, Vista Assurance, Vista for Small Business, People Ready Business

- Worked with project teams consisting of creative, account, and development teams sizes of 5-15 colleagues with the client to plan and develop project scope, schedule, budget for online advertising, direct (e-mail) marketing, website and viral marketing campaigns
- Consistently delivered services and products within time and budgets up from \$500k to \$10M
- Effectively documented all processes, schedules, budgets and scopes of work for various project plans

- Managed partnerships with small and large scale media companies and third-party vendors
- Coordinated internal reviews, meetings and creative briefs from inception of projects through complete project life cycle

Exponent, Inc.

Menlo Park, CA

Web Producer

5/2003 to 8/2007

Managed production of website and email marketing initiatives for internal and external communications.

- Spearheaded vendor search for full website redesign with 6 month timeframe and \$100k budget
- Successfully reengineered intranet to optimize information retrieval for internal resources
- Analyzed website traffic reports and search engine statistics to optimize extranet online presence
- Initiated an internal business lead management system to track over \$11M potential leads

Exponent, Inc.

Menlo Park, CA

Webmaster

1/2001 to 4/2003

Worked within business development/marketing group and provided internet development expertise for application in all external and internal marketing efforts.

- Coordinated with 70+ technical disciplines to maintain, edit, and procure all online marketing products and services for web and print delivery
- Maintained and oversaw daily maintenance of 1000-page intranet and 1000-page extranet
- Transitioned and optimized many products and services (marketing brochures, email marketing, contact/mailling list management, ETC.), cutting printing costs and reducing marketing budget

Exponent, Inc.

Menlo Park, CA

Web Designer/Developer (Contract)

7/2000 to 12/2000

Contracted for coding and graphics production of website redesign project.

- Coordinated with 70+ technical disciplines to update and transition print material to web
- Handcoded 100+ page website including multimedia authoring
- Launched redesigned site on time and within budget

SFGH/UCSF Biomechanics Laboratory

San Francisco, CA

Junior Development Engineer

7/1997 to 7/1999

Technical support for experiments focused on examining and preventing falls in the elderly utilizing three-dimensional motion and force platform analysis.

- Published articles in technical journal articles on perception vs. reality in elderly and relationship to fall history
- Collaborated with graduate and medical school students in other team projects examining falls among the elderly population
- Provided support on research and development of knee and hip implant design

EDUCATION

Cornell University

M.Eng, Mechanical Engineering, 1997

Cornell University

B.S., Mechanical Engineering, 1996

BOARDS AND ADVISORIES

Board of Directors, Hawaii Chamber of Commerce of Northern California, 2006 – present

Board of Directors, Young Filipino Professional Association, 2002-2004