

**Robert Emanuel**  
**Garden Grove, CA. 92845**  
**Mobile Phone: 562-760-0704**  
**E-mail: [emanuelusa@yahoo.com](mailto:emanuelusa@yahoo.com)**

<b>OBJECTIVE</b>	Looking for a brand/company that really, truly, wants to grow and generate more revenue. I am looking for a senior level opportunity that will empower me to find new revenue opportunities, build on existing ones and deliver a win win solutions for all. I have over 60 million examples!
<b>Skill Sets</b>	Communications Management, People Management, Leadership, Client Satisfaction, Scope Management, Expectation Management, Infrastructure Management, Risk Management, Knowledge Management, Business Management, Cost Management, Time Management, Metrics Management, Quality Management, Procurement Management, Value Management
<b>Relevant Key words</b>	SEO, SEM, Website, on-line marketing, on-line campaigns, internet marketing, internet strategy, revenue generation, delivery expert, account management, digital agency, digital strategy, P & L Management

**WORK EXPERIENCE**



Jan 2008 – Present  
 Engagement Director  
 Acquity Group | Irvine, CA  
 Digital Agency

Improves on and off line business processes and supports critical business and marketing strategies by directing the development, implementation, and maintenance of Interactive Marketing business applications and supporting systems.

Client engagements include, CRM Strategy and Roadmap (Yamaha), Content Management (Toyota), Bi and Report Assessment (Toyota), UCM Implementation (Financial Institution), Portal Implementation (Genentech), as well SEO/SEM and Social Media Planning.

Highlights: Revenue Generation of 3 million a year, 100% client referral, managed and led more than 30 new client pursuits a year, achieved better than 40% margin on client accounts



Sept 2007 - Jan 2008  
 Operations Director  
 eVox Productions | Long Beach, CA  
 Digital Imaging Services and stock

Directs and oversees all the companies' objectives, and initiatives. Responsible for evaluating current and proposed systems and procedures and determining and implementing changes as necessary. Familiar with a variety of the field concepts, practices, and procedures. Managed people and processes supporting activities from web business initiatives to order fulfillment.

---

Team size was 28 people and included application developers, photographers, post production and image editing, and other roles required to execute and support the productions of interactive material.

Highlights: Plan and schedule the entire 2008 photo shoot and schedule of over 4000 automotive models by 1<sup>st</sup> month of year, first time in company history.

---



Oct 2005 - Sep 2007

Delivery Director

Proxicom | Irvine, CA

Management Consulting Services for Online Services

Responsible for managing the development and delivery of custom web applications for the www.mazdausa.com website, As the primary driver and manager of this 10 million dollar a AOR account, not only was I responsible to develop strategies into concepts and create on line marketing plans, routine tasks include:

- Build, lead and mentor an interactive team, ensuring adherence to strategy and client requisites
- Participate in research, strategy briefings and client meetings. Share experience with web analytics and metrics, SEO, SEM and web site optimization
- Work closely with creative team, interactive team, account services, and media; and maintain communications with key stakeholders on strategy development, projects and process
- Responsible for managing all interactive projects and resources, and providing senior input across multiple projects, multiple disciplines
- Crafting pitches to current and potential clients, delivering time and resource estimates
- Examining analytics and web metrics of client's sites, providing solutions for improvement according to business objectives and following up with supporting data

Highlights:

- + Primary Account Manager for all account operations supporting Mazda North American Operations
- + Increased account revenue from \$1.4 mil to \$9.1 mil in 18 months., combined revenues for the account exceeded 12 million dollars at my departure.
- + Increased account GP Margin from 28% to 50% while simultaneously increasing productivity and revenue.
- + Successfully negotiated and closed a three-year client account contract worth up to \$24,000,000 over three years.
- + Effectively communicated to client on all aspects of account management and relationship using strong communications skills, customer presentation skills, proposal development skills, and strong leadership abilities.



---

April 2004 - October 2005

Delivery Director Web Applications

Computer Sciences Corporation | El Segundo, CA

IT Service Provider – Largest in North America

+ Responsible for client interface and operations and plans for a \$50 mil account. Managed a geographically dispersed development team of over 30 people in developing "bleeding" edge applications that were J2EE compliant and based on Oracle 10gAS infrastructure. Ran and maintained a \$6,000,000 maintenance budget supporting 43 applications, both web and

---

---

Legacy-based. Supported an Oracle-based development and production environment using 10gAS and a 9i Database running on Sun Servers with Unix. Led a corporate initiative to convert the an existing middle tier to blade technology and run Oracle on Linux. Current environment supports 20,000 users and over 200 different applications.

---



June 2003 - April 2004  
IT Director  
Great Rate Hotels/Hotels.com | Long Beach, CA

Hotels and Lodging

+ Managed all new IT projects, including, the design, development, testing and production moves for planned upgrades and feature enhancements for current production websites. Developed projects on Sun Servers (Sun 280R) using Oracle 9i, BEA Tuxedo, and IBM Websphere for browser-based presentations using customers inputs. Managed five direct reports, including two project managers and three developers. Managed a budget of \$1,100,000. Reviewed and approved the deployment of new software tools and ensured that coding practices were uniform through out the company. Successfully created and moved into production 165 new web-based search functions, including 38 new database routines, supporting 120 hotels and 1300 rooms. Standardized the use of middle layer technology across the company by implementing reusable "templates" for standard logic calls as well devising a real time feedback method for creating new "templates" as the need arose.

---



November 2001 – June 2003  
Major-Aviation  
US Army , 101<sup>st</sup> Airborne Div.

Mobilized for US Army active duty to support Operation Enduring Freedom. Assigned as a primary staff officer to the US Army's largest aircraft maintenance Battalion. Supervised 368 soldiers conducting aircraft related maintenance in both peace time and war. Various positions commensurate with rank, details provided on request.

---



March 1998 - October 2001  
Senior Manager Application Development  
United Airlines | Long Beach, CA

Manage and direct a highly skilled and educated 40-person team in the design, development and implementation of browser based applications made available over the companies Intranet. Development projects include, web-based applications using legacy datasets in a mainframe environment (s390), front-end designs for DB2, Oracle, Sybase, and MS SQL databases. Other web applications using HP-UX (Unix), Lotus Domino R5, Lotus domino.doc as well as the easier Microsoft NT environment.

Highlights

\* Designed and developed a \$30.00 dollar per month solution enabling a \$500,000.00 dollar a year contract for the airline allowing remote aircraft engineers to monitor real-time airplane engine performance using the Internet as the delivery medium. (Boeing Technical Excellence Award 1999)

\* Developed an Internet based solution allowing the secure wireless delivery of corporate E-mail anywhere in the United States, a full 2 years ahead of any other airline industry wireless

---

---

E-mail system. National wireless E-mail enabled a 20% increase in mobile sales productivity (2000 Mobility Excellence Award for Transportation Industry)

\* Integrated a bankrupt company's parts management system into an enterprise reliable system that could still be used by the airline without any loss of data or uptime.



---

January 1993 – March 1998  
Senior Manager, Internet Technologies  
Technology Resource Group | Los Angeles, CA  
Digital Agency

Responsible for the design and development of web-centric applications supporting customers demands for on-line transactional functions. Designed and installed distributed computer systems (pc and mac) connecting geographically separated office LANS with each other using the Internet.

Highlights

\* Teamed with Harley-Davidson Motorcycle to develop and deploy a standard web application allowing customers to interact with local dealerships. Increasing corporate revenues by 3% while increasing dealership satisfaction by 30% due to faster response times of stock availability.

\* Created and deployed numerous multi-node computer operation systems enabling business to connect and transact data across multiple office locations. Decreasing cycle process times by 30%.

\* Completed 95% of all projects on time and within budget. (Company Team Excellence Award 1997)

Education

---

Bachelor's Degree, Computer Science, Alameda College | Alameda, CA,  
Associate Degree, Military Science, Upper Iowa University | State: WA

---