

# Ken Jaffe

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## Education

University of Vermont, Burlington, VT

## Technical Skills

Web Design and Web Project Management; Art Direction; Graphical Design; Writing; Strategy

## Professional Summary

10+ years of website management experience combined with brand marketing, media and design experience; skills include:

- Web Project Management including multiple language portal and e-commerce websites.
- Expertise with web front-end design, UI, SEO, SEM, digital advertising purchasing and tracking, Webstat analysis, and CMS.
- Managing conceptualization of front-end design and site functionality logic from wire-frame thru deployment
- Managing PHP/MySQL, Joomla and Typo3 implementations.
- Managing OSCommerce implementations in multiple languages
- Managing Social Networking implementations
- Managing streaming media implementations
- Managing data migration from legacy systems to the web
- Managing QA and Bug Tracking using web-based Iteration/Resolution software (Mantis)
- Managing offshore software development
- Managing the development of websites that look, feel and function appropriately for the Brand

## Experience

Ken Jaffe Design/Management, Los Angeles and San Francisco CA

1/2000 – present

### Web Project Manager

Comprehensive Web Project Management, Design and Testing for entrepreneurs, small, medium and large companies and organizations in New England, Florida, and California across a wide variety of business categories

Los Angeles Web Project Management clients include a new Hollywood entertainment company, a new film festival, an international non-profit agency with multiple language portal and e-commerce websites and a national organization that provides support services to professional young performers.

Web Project Management implementations include Typo3 and Joomla CMS, OSCommerce e-stores in multiple languages, a beta streaming video portal, an Event Scheduling and Social Networking implementation, and an online digital media request portal

These projects include managing creative and technical 3<sup>rd</sup> party vendors (US and offshore) of PHP/MySQL, OSCommerce, Joomla, Typo3 and photography assets, as well as in-house design, programming and photography teams

Concept and Design Services include front end design using ACS2 (HTML, CSS, Flash,), brand logo design, print collateral design and photography art direction

Web Marketing services include SEO using searchability standards and practices, and SEM digital advertising purchasing (Yahoo, GoogleAdWords), Hosted Ad Server /ROI /Webstat analysis using DART (DoubleClick) and Omniture, and blast email marketing (ExactTarget, Constant Contact)

Several large projects have required extensive RFPs (Request for Proposal) and SRD (Standard Requirements Document)

**Director of Online Services**

Launched the Online Services department for The Burlington Free Press, a 50,000 circulation daily owned by Gannett Co., Inc.

Part of a team of 50 online project managers across GCI's Newspaper Division.

Responsible for purchasing, hiring, business plan, cross-department data integration, website content and advertising sales development, content management (CMS) and staff management.

Successfully launched 3 niche classified websites and laid the technical foundation for paper's 1<sup>st</sup> daily news feed to the Web.

Named Gannett/BFP Employee of the Year.

**Marketing Services Manager**

5-time winner, International Newspaper Marketing Association creative awards.

Team leader, creative director, newspaper self-promotion programs design and production.

Business Development and sales of advertising space to Retail Advertising Major Accounts throughout New England.

Art direction, copywriting, and desktop publishing.

**Creative Services Manager**

Launched the new Creative Service department for the The Burlington Free Press, a 50,000 circulation daily owned by Gannett Co., Inc.

Advertising creative and production for small to large retail and classified accounts

Broadsheet and tab special section design and production.

**Awards**

5-time winner, 3 Firsts, International Newspaper Marketing Association creative awards

Gannett Co., Inc. Employee of the Year

**Community Service**

17-gallon Blood Donor, American Red Cross and Blood Centers of the Pacific

Mentor of the Month, Jewish Family Community Services, Parents' Place

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Excellent references