ERRETT CORD

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e-Commerce Manager/Marketing/Search Engine Optimization
Web Development and Architecture ~ Product Management ~ Team Leadership

Results driven marketing executive with 16 years experience leading ecommerce and digital marketing, operations, and large scale projects in highly competitive markets. Proven leadership and ability to develop highly effective and measurable strategies to drive revenue growth, build successful teams, increase customer acquisition, and expand brand awareness.

Technical competency in web-languages including: Google Analytics Indivdual Qualification, WordPress, HTML5, CSS, Java Script, XML, PHP, MYSQL, Magento and Responsive Web Design. Analysis in competitive/keyword research, link analysis, site element optimization, site structure, link popularity and copywriting; Skilled in establishing secure online sales, invoicing and credit-card processing.

Professional Experience

e-Commerce/Web Developer   **Cord Strategies 2008-Present**

Established and developed mid-sized ecommerce and web development projects. Created on-line strategies that achieved successful sales and marketing results. Additionally demonstrated the ability to lead and build teams to support these online initiatives and gain support from management.

Selected Accomplishments
- Quadrupled daily traffic in 2011 (from 500/day to 2,000+, with spikes to 6,000).
- Redesigned website and shopping cart reducing overall bounce rate by 20% and abandon cart by 5%.
- Successfully managed and completed the integration of the shopping cart with SAP.
- Increased service-center ordering by 5%, while improving efficiency and customer satisfaction levels.
- Developed SEO/SEM strategies, and implement and monitored campaigns.
- Leveraged data from web analytics tools to create custom key metrics reports and trends.
- Worked with executive staff to understand organic search strategies and web analytics data.
- Since 1/09, online sales have catapulted 50%+ per year.

Additional Core Strengths

-Search Engine Optimization (SEO)	-Google Analytics & Reporting
-Email Marketing	-AdWords Development & Management
-Website Usability & Testing	-Team Leadership & Development
-Ecommerce Platforms/Operations	-Strategic Planning and Execution
-Customer Relationship Management	-Project Management

Project: Manager, Knowledge Services   **Milton Security Group, LLC 2009-2012**
At the forefront of new developments in network security technology

Recruited to manage SharePoint clients and web-development projects. Write and develop solid specifications for application developers. Develop written training materials. Serve as business-IT liaison, assessing and translating business needs among developers, server administrators and department staff to develop, support and maintain custom features.

- Challenged to turn around SharePoint environment for a northern California power utility.
- Evaluated, restructured and managed system; established governance program for entire utility.
- Trained all employees in its use (including creation of documentation/content for instructional materials). Following 30-month turnaround project, mentored replacement administrator.
- Power utility successes included:
  - Enhanced internal communication, increased employee morale and improved efficiency significantly.
  - Department made such impressive gains that all five other utility departments opted to end file sharing and convert to SharePoint.

Web Developer/Managing Director   **Cord Hosting, Inc. 2001-2007**
Local web-hosting service provider in Orange County, California; servers in 3 states and internationally

Created, designed, defined and expanded this web-hosting service provider, growing it from inception to a high of nearly 2500 high-value clients and a profitable sale, all within six years. P/L responsibility encompassed sales/marketing, operations, employee management/training and cost accounting. Provided hosting, email, DNS and other internet-related services.

Incorporated web design, e-commerce development and search-engine optimization (SEO) services for corporate, small-business and personal websites. Supplied web-based credit-card services: Assisted with account setup; integrated websites with credit-card gateway service providers. Gained knowledge of transaction services routing funds to banks to complete online credit transactions.

Defined best practices and developed/maintained systems architecture plan for acquired servers. Assessed client needs and adapted/improved equipment and services. Wrote technical specifications for server, software and network; implemented security measures. Developed website performance metrics. Created standards for system upgrades/updates/patches, technical assistance, disaster recovery and document backup. Executed marketing plans to expand enterprise.

- Designed client websites to optimize search-engine friendliness, concentrating on relevant keyword placements and enhanced title-tag selections. **Resulted in organically improved website rankings for many clients.**
- Grew client base from start-up to 250 high-value accounts within first year; **in five years, expanded to as many as 2500 clients.**
- Acquired seven companies: Researched, assessed and negotiated purchases including two companies in New York, one in New Jersey, two in California, one in Canada and one in Switzerland. **Retained, on average, 95% of acquired accounts.**
- Negotiated successful acquisition by Click Technologies, Newport Beach, CA.

Webmaster/e-Commerce Manager   **Imagyn Medical Technologies, 11/00-3/01**
This seven-month contract project grew into a full-time position. *Original project:* Debugged entire website (SQL-based, with a multi-valued database) and resolved all technical problems. Subsequent assignments included constructing multiple extranets and re-designing website.

- Developed and designed public website and corporate Intranet.
- Developed and designed extranets for product development and training.
- Created online registration forms for advanced product training.

- **Webmaster/e-Commerce Manager**   **Silicon Film Technologies, 1/99-11/00**
  Recruited, as contractor, to build e-marketplace for spinoff company that developed a unique e-film system. Raised development funding; hired, trained and developed employees (up to 40). Created public website and corporate intranet. In 2000, company and its high-end technology were purchased.

- Collaborated with accounting department to develop secure credit-card clearing process.
- In spite of budgetary constraints and a tight time frame, constructed powerful web-based marketing system with a proprietary platform.
- Integrated e-commerce engine within the website itself.
- Prepared Web Department for a private offering through OffRoad Capital. Compiled all requested data for OffRoad Capital audit. Successfully raised $5.8M.

Web Designer/Content Manager   **EC WebDesigns Newport Beach, CA 9/96-3/99**
Designed intuitive, functional and expandable web sites for commercial clients. Developed effective methods for global content distribution and high-traffic website management.

Sales Representative   **Coors Distributing Company, Anaheim, CA 10/94-8/97**
• 1995: Second-highest sales nationwide for G. Hielman products.

Education / Certifications

Bachelor of Arts degree   Chapman University

Google Analytics Individual Qualification   Google