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CERTIFIED EXPERT
Photoshop®

Experience

Web Marketing Manager

2005 - Present

Linkage, Inc. - Burlington, MA

- Lead the design, development, project management and assessment of eMarketing initiatives utilizing best practice techniques in support of lead generation
 - Designed and developed email marketing campaigns
 - Performed email deliverability analysis using ReturnPath Reputation and Mailbox monitor, and updated email infrastructure to ensure deliverability ‘to the inbox’ of email marketing campaigns
 - Managed reputation monitoring initiative to ensure email marketing program was not perceived as spam by email reputation monitoring bureaus
 - Designed and developed custom Landing Pages for targeted rental list email campaigns; used querystring variables to ensure lead data was passed from campaign respondents to CRM system (SalesLogix)
 - Used A/B Testing to optimize performance of Email Marketing campaigns
 - Delivered corporate website graphic elements, i.e XHTML, Images, and Flash
 - Managed Paid Search Advertising campaigns, i.e. Google Adwords to drive leads to sales team
 - Incorporated streaming video into Landing Pages and into online learning products to generate conversions for sales and enhance product value
 - Managed external production team located in Bangalore India
 - Conducted Search Engine Optimization initiative to drive traffic to website using Trellian Keyword Discovery and Google Analytics to uncover historical search trends and HubSpot to analyze organic search performance
- Analyze eMarketing Campaign Effectiveness and Suggest Improvements to Drive Leads & Double Opt-in Permission to our Database
 - Work with Marketing, Sales and Customer Service to define integration of Public Website with eMarketing Campaigns (Newsletters & Alerts)
 - CRM System Business Process Definition
 - Campaign Analysis through CRM Reports
 - Identify Cross Product eMarketing Opportunities
- Innovative-Technology Champion & Marketing Liaison to IT Department for Marketing System Requirement Definition and Vendor Sourcing
 - Worked with IT to develop lead tracking dashboards integrated with email marketing system to provide live data to sales team on click-thru activity on email campaigns
 - Collaborated with Marketing, Customer Service and IT groups to define, design, and develop internal business systems built on Microsoft Sharepoint Server
- Managed Visual Identity and Production Methods.
 - Reinforce Brand Message across Media types
 - Produce HTML Emails, Web Graphics (Images & Flash), Brochures, and Flyers.

Adjunct Faculty

2008 - Present

*Boston University – Center for Digital Imaging Arts - Waltham, MA****Web Design and Development Certificate Program Instructor***

- Perform the instructional design and delivery of web design and development courses in a classroom setting; courses include: Beginner and Advanced Adobe Photoshop, Illustrator, InDesign, Intro to the Web, Dreamweaver and Website Management with CMS
- Courses delivered covered advanced channel operations (Chops) and masking techniques, levels and curves for contrast enhancement, CSS and XHTML for web page layout (without tables), optimal image format selection, flash streaming video, and Flash / Actionscript development

Marketing Communications Manager

2003 - 2005

*Aras Corporation - Lawrence, MA****UI Development & Training***

- Work with Software Developers to create User Interface for web based applications running on Java
- Designed and implemented application interface that conforms to Windows XP style guidelines.
 - Conducted usability assessment of existing software offering and lead interface design initiative to ensure usability of revised interface in a new version of the product
 - Original Icon illustrations created with Adobe Illustrator, and production Icons created with Adobe Photoshop and Microangelo Studio
 - Produced ICO files for desktop software and gif for web based applications
- Ensured consistency of new application features and functionally in the development of custom applications for new customers
- Worked with Application Engineers and Developers to create mockups and prototypes of proposed screen layouts for review and usability acceptance
- Conducted Usability Acceptance review to bridge the gulf of understanding between Software Developers and Users
 - Facilitated UI acceptance surveys to determine if metaphors used in Software UI were interpreted by the Users in the manner perceived by Software Developers. Online surveys were conducted using Zoomerang.com
 - Facilitated Cognitive walkthrough discussions to discover user perceptions and define development objectives
- Created courseware in conjunction with Training staff
- Conducted Training sessions for Sales and Marketing Teams on
 - CRM system Salesforce.com
 - Website & email user tracking system iHance.com
 - WebEx Event & Meeting Center.

Marketing Communications

- Drive the creative development and execution of print and web collateral including direct mail, advertisement, brochures, PDFs, Google & Overture Adwords, internal and external newsletters, whitepapers, and presentations.
- Responsible for the design, production, and maintenance of Marketing Collateral and Sales Systems including:
 - Management of content and design of Corporate Website, built using Adobe Dreamweaver and CSS
 - Deployment of the CRM System Salesforce.com and integration into the Sales process and Corporate Website
 - Produce branded Sales Collateral CDs, Sales Training DVDs, and a Customer "Wall of Fame"
 - New logo treatments for Corporate and Product brand development
 - Corporate graphics for magazine insertion
 - Design and production of product Datasheets
- Work closely with outside vendors, such as writers, branding agencies, photographers, printers and public relations agencies to execute marketing communications initiatives in support of Product Marketing and Sales
- Define and distribute corporate branding guidelines through Partner Channels to ensure corporate brand was positioned consistently in the mid-sized manufacturing market
- Collaborate with VP of Corporate Marketing to develop Marcom goals, budget and manage the day-to-day execution of programs, balance the daily demands of production with the evolving goals of Marketing and Sales
 - Work with Product Marketing managers and staff to help translate technical information into appropriate tone style for marketing positioning
- Work closely with outside vendors (as required), such as writers, branding agencies, printers and public relations agencies, to execute marketing communications initiatives
- Produce Tradeshow booth, signage, and event collateral to support corporate presence at Industry Tradeshows and Corporate Events.
 - Tradeshow booth was produced using Nimlock booth and Adobe Photoshop for customized artwork rapidly to take advantage of unique co-branding opportunity at Manufacturing Software Industry tradeshow (AME)
 - Corporate User Exchange meetings were hosted in conjunction with customers, to facilitate the sharing of ideas between customers
- Produced large scale Webinar, cosponsored with Industry Analyst (AMR Research), Customers, and Aras corporation
 - Conducted Google advertising campaign, using a recording of Webinar as value offering for lead generation
 - Facilitated Webinar using WebEx Event Center platform, and managed technical logistics to provide easy user experience for attendees.
 - Promoted recording of Webinar with Google Adwords to gather new leads for Sales

Sales Support

- Integrated Google Ad words, Public Website, and Salesforce.com to capture new leads and generate business; contribute as both a hands-on implementer, and tactical planner.
- Administrator and Content Manager of CRM system Salesforce.com
 - Wrote best practice guidelines for Sales Team to facilitate their adoption of the Enterprise (CRM) software solution Salesforce.com
 - Maintain and continuously update Sales document repository with feature articles, current Press Releases, Screen captures and Customer Testimonials to support sales operations
 - Created custom (html) email templates based on specific product offerings and typical prospect inquiries for Sales/Telemarketing users and public website registration forms, to be used in communication with customer and prospects
 - Integrated Salesforce.com with WebEx Meeting Center and Email/Website Tracking system iHance to provide insight to Sales team on customer and prospect trends, and facilitate “one place” to document Sales activity during the long sales cycle of Enterprise Software
- Created core sales presentation materials

President and Principal Producer

2001-Present

Very Groovy, Inc.

- Designed and worked with client to implement company branded user interface for medical indoor positioning tracking system. Worked with client to define interface requirements and implemented UI in XHTML & CSS
- Freelance Software Instructor for Aquent Graphics Institute; instructed the following courses:
 - Advanced Actionscript
 - Adobe Fireworks
- Freelance Graphic Design & Website Development Services; customers include:
 - Aras Corporation
 - Poli Mortgage Group, Inc.
 - Radianse, Inc.
 - Daigle & Associates, LLP.
 - The Palladium Group
 - Dusobox, Inc.
 - Liberty Carton, Inc.
 - Dynamic Details, Inc.
 - DirectLogix, Inc.
 - Winners Circle Horse Ranch

Marketing Communications Manager & UI Developer

2000-2002

e4eNet, Inc. – Quincy, MA

- Managed design & development staff in the creation of Marketing Communications Collateral, Public website, Technical Publications & Online Help, and UI for Suite of Java Applications
- Managed Activity Centered Design process in effort to enhance usability of Java Software Suite. Designed User Interface for all software products
- Developed interactive media with Adobe Flash & Director
- Responsible for coordinating staff dispersed across the USA, Britain, and Israel

Senior Marketing Communications Consultant

1998-2000

e-Blana Computer Systems Ltd. - Dublin, Ireland www.eblana.ie

- Analyzed and documented business requirements; set and managed project scope and customer expectations
- Gathered and documented UI requirements and application functionality specifications
- Designed User Interface for Public Web Sites, Corporate Intranet sites, and Partner Extranet Sites
- Developed and deployed Intranet applications with JavaScript and Lotus Notes
- ***Worked with the following customers:***
 - Kerry Group
 - Irish Business and Employers Confederation
 - Honda Europe
 - Allianz Assurance Company
 - Irish Government:
 - The Courts Service of Ireland
 - Irish Parliament (Oireachtas)
 - Department of the Environment
 - Health Boards (Northeast, East, Southwest, Western)
- Created original design concepts for corporate collateral
- Trained and supervised new Junior Designers and Web Developers

Marketing Communications Specialist

1995 - 1998

Schneider Electric, Inc. – Andover, MA

- Responsible for design and maintenance of Public Web Sites:
 - www.modicon.com
 - www.schneideralliances.com
- Consulted with Senior Management, Technical, and Group Managers to develop Sales Extranet for Corporate Sales Channel
- Facilitated brainstorming workshops, current process flow analysis, and setting of anticipated project scope for Schneider Automation Sales Extranet
- Member of Groupe Schneider Corporate team charged with the design, development and implementation of corporate web identity and corporate E-business policy
- Produced Industry marketing literature
- Developed advertising campaigns
- Trained and collaborated with new Marketing Communications Specialists

Education

Currently enrolled part-time

2008-Present

MS Program – Instructional Design for Online Learning

UMass Boston – Boston, MA

Advanced Certificate in Human Computer Interaction

2000-2002

Department of Engineering Psychology
Tufts University – Medford, MA

Bachelor of Science in Business Administration - MIS

1991-1996

University of Massachusetts – Lowell, MA

Teaching Assistant – Multimedia Certificate Program

Recent Training

- Advanced Email Marketing Techniques – The Direct Marketing Association
- Microsoft SharePoint Server
- PHP & MySQL
- Salesforce.com System Administration
- WebEx Event Center & Meeting Center System Administration

Professional Associations & Certifications

- Adobe Certified Expert
- National Association of PhotoShop Professionals

2000-Present

Software Experience

Adobe

- PhotoShop CS4
- Illustrator CS4
- InDesign CS4
- Acrobat Professional
- Premiere
- Flash CS4 & ActionScript
- Captivate
- Dreamweaver
- Fireworks
- Director & Lingo
- RoboHelp

Online Advertizing

- Google Adwords
- Yahoo Adwords

Microsoft

- Office
- Project
- Visio
- FrontPage

Website Development

- HTML / XHTML / dHTML
- Human Factors and Usability in Interface Design
- CSS
- PHP & MySQL
- ASP / VB Script
- JavaScript
- SEO
 - Trellian Keyword Discovery
 - HubSpot

eBusiness & Weblog

- Google Analytics
- WebTrends
- ClickTracks
- Salesforce.com
- SalesLogix
- Camtasia Studio
- MoveableType/Typepad.com Blog platform
- Yahoo! Store Platform
- WebEx Event & Meeting Center