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SUMMARY OF ACCOMPLISHMENTS

- Proven track record of implementing comprehensive, end to end web-based solutions for a wide variety of clients
- Placed multiple websites on page 1 of Google rankings for a variety of keyword terms through Search Engine Optimization
- Developed Intranet systems for numerous companies to enhance knowledge sharing and employee productivity

PROFESSIONAL EXPERIENCE

Director, Search Marketing

iRISEmedia.com

February 2010 - Present

- Develop websites for clients that integrate customer frameworks with prebuilt content management systems to meet client requirements; optimize HTML code to enhance Search Engine Optimization (SEO) effectiveness
- Develop and deliver comprehensive PowerPoint presentations for prospective and existing clients outlining recommendations for improving their web presence, resulting in 60% of prospective clients engaging the company
- Utilize SEO techniques to place client websites on page 1 of Google search results
- Provide consulting services to clients on the usage of various social media (e.g. Facebook, Twitter, and LinkedIn) to enhance website traffic
- Oversee the work of 3 staff members – involves assigning tasks, reviewing work, mentoring, and promoting staff development and growth

Accomplishments:

- Accountable for all aspects of developing and maintaining a group buying website including recommending, purchasing, and installing the script, designing the website, configuring the payment gateway, and overseeing day-to-day operations
- Presented client briefings and served as technical lead on various SEO and Pay Per Click projects, contributing to the signing of numerous contracts, including 2 contracts with values of approximately \$100k each
- Developed robust Intranet system for company with features such as Client Relations Management (CRM) System and company Wiki to enhance revenue generation, staff knowledge, and productivity

Programmer Analyst

Searchlinqs Inc

July 2008 – November 2009

- Developed pre-built and customized websites for clients; optimized HTML code to enhance SEO effectiveness
- Developed key components of company CRM Intranet site using programming languages such as ASP, Javascript, and SQL Server 2005 database, resulting in new components such as reporting, sales tracking, and ticketing
- Set up and analyzed web metrics software for various clients, thereby providing metrics such as the number of site visitors, the number of goals/sales, conversions, and sources of entry

Various IT and Programming Positions

July 2005 – July 2008

- Serviced small business clients in New York and the Greater Toronto Area by manually developing interactive Websites with ASP, PHP, Javascript, CSS MS Access, and MySQL.
- Administered and maintained two MS Exchange 2000/2003 servers, two firewall/filtering programs, one virus detection/ prevention program, Active Directory, and daily backups/restores across five servers in two locations
- Developed a ticketing system using MS Access
- Set up both wired and wireless networks, which involved routers and switches.

EDUCATION**Master of Science, Management Information Systems,**Stevens Institute of Technology
September 2007 - Present

- Studies currently in progress (part-time)
- Expected completion: June 2012

Bachelor of Science, Management Information Systems,Touro College
January 2002 – June 2005

- Dean's List, 3 semesters
- Took web programming elective courses beyond requirements of Degree

TECHNICAL SKILLS

General: Organic Search Engine Optimization, Paid Search with Google Adwords, Facebook and LinkedIn Ads, Programming Database Generated Websites, Analyzing website tracking with Google Analytics, Sitemap Generators; Blogs.

Programming Languages and Scripts: PHP/MySQL, ASP/VBScript, SQL Server 2008, XHTML, CSS, JavaScript, XML.

Content Management Systems: Wordpress, Magento.