Chris Rizzo

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Qualifications for Web Development and Web Marketing Technologist

Results-driven senior Internet marketing technology consultant and Web site developer offering over 12 years of hands-on experience. Methodically implements Website business conversion strategies to generate, and convert traffic to leads or sales. Produces both small and large-scale Web sites. Directs team members under tight deadlines to achieve website traffic increases, conversion rate climb, and revenue improvement. Successfully collaborates with personnel of all levels, from management to sales and creative designers. Continually devises strategies and develops technologies based on the most current web technology trends.

Areas of Expertise

Website Business Strategy & Production •• Search Engine Optimization/PPC Marketing
Sales Copywriting / Affiliate Network Marketing •• Online Split and Multivariate Testing
Website Analytics Tracking & Interpretation •• Usability Standards & Research
Standards Compliant HTML/CSS Techniques •• Website Graphic Design and UI Design

Selected Website Project Accomplishments & Clients

- **Arbor-Nomics, Inc.:** Local Atlanta based lawn care service that benefited from a complete site redesign with an emphasis on lead generation and now powered by pay-per-click traffic generating an average of 120 highly qualified leads per month, 80% of which convert to sales.
- **LocateADoc.com**: Directed effort that quadrupled site traffic in 5 months through search engine optimization; which helped doubled sales of onsite advertising, advancing the site to one of the 3 most popular doctor directories on the web.
- **M&M Hair Care Products:** Lead Web developer for this growing e-commerce site selling well-known products nationally. Created fully customized OSCommerce e-commerce system, zip-based retail locations search database, and search engine optimization and business consulting.
- **Eye Surgery Education Council**: Headed the development of one of the most popular and award-winning laser vision correction educational sites on the Web. For over 5 years the site ranked in the top-5 out of approximately 13.5-million competing sites on Google.com for the keyword "LASIK."
- **Next-Generation Web Site**: Led development of a template-based Website system. Produced within stringent 3-month deadline—this system, the 1st of its kind developed with ColdFusion scripting, was made for the leading patient education materials company in ophthalmology. Product sales exceed expectations by 300% and sites delivered 200% more traffic than conventional ophthalmology websites.
- **Printfile.com**: Met a 2-month deadline in directing and developing a custom e-commerce system using current usability standards for this #1 archival materials company in the world. Featuring an intranet and comprehensive dealer directory, the site generated sales of over $1K in 1st three days of launch.
- **David B, Reath, M.D.**: Co-developed and produced a website that garners 60% of this surgeon's client base.
- **WomensForum.com**: Served as a vital contributor in a redesign of the main hub for the 2nd largest online women's network (8-million users per month), enabling communication with over 100 partner sites in the network.

Nousphere Inc.... 2007 to Present

President

Co-founded this online business strategy consulting and boutique Web development company. Focus on putting select small to medium size businesses located in the Central Florida and Atlanta areas on the Internet with measurable lead generation or revenue results.

— Increased Nousphere's revenues by 500% from 2005 to 2006; revenue double again in 2007, and continues to rise in 2008.

— Consulted with #1 writing instrument company in the world Dixon Ticonderoga to develop an overarching Web site presence and marketing strategy for their flag-ship sites and product lines.

— On-going consultant to Data Transfer Solutions, a well-known Orlando based GIS services company to devise and assist in the development of a strong Web site presence, and lead generation and PR strategy for their products and services.

— Consulted on and/or built technology for over 37 other professional business Web sites throughout 2006 and 2008.

Mojo Interactive Inc....1998 to 2007

Chief Technology Advisor/Director of Web Development (Previous)**/Web Project Manager** (Previous)

Co-founded this successful web development and marketing company specializing in the national laser vision correction and elective surgery markets. During course of job had overseen the development and maintenance of over 300 websites, including detailed front-ends, intranets, and content management systems for clients. Planed and developed new products. Worked with sales people and senior management to balance development between sales goals and customer needs. Designed conversion strategies, applying usability standards and testing, and the search engine optimization and marketing techniques. Directed user experience elements of internal development. Created new standards and processes for production.

— Built the company's web development department from the ground and trained developers in building professional products; earned industrywide reputation as the premier developer of ophthalmology and cosmetic surgery websites.

— Quadrupled traffic to a company's flagship site—doubled leads; helping to double advertising sales revenue.

– Support and training of senior level staff who are in transition from managing one internal department to another. Executing high-level training on Web copywriting and conversion strategies for all client services specialists to improve client retention and increase patient lead generation for flagship site.

International Society of Refractive Surgery..1996 to 1998

Web Production Manager/Web Design Assistant

Co-developed and maintained the company's corporate and membership-driven website. Designed, produced, and managed numerous websites for laser vision correction and ophthalmology practices.

— Launched popular new sections of the company's website under tight deadlines.

— Established business processes and procedures for the Web development team

Technical Skills

PLATFORMS:	Windows Vista/XP/2000/NT/ME/98/95/3.11, UNIX, Linux, Macintosh OS9/OSX, Apache and IIS Web Servers, DOS
DEVELOPMENT:	Javascript, CSS ("tableless" design capable), HTML, XHTML, DHTML/AJAX, XML, RSS, Cold Fusion, PHP, Photoshop/Illustrator, MySQL/SQL Server, Dreamweaver, Flash
SOFTWARE:	MS Office XP/2000/97/95, Open Office, Outlook/Express, SalesForce, DreamTeam (Project Management), MS Live Meeting, WebEX, WordPress, Vertster (Split Testing), WebCEO/Internet Business Promoter (for SEO Analytics & Tracking), Acrobat Standard, C-Panel, Plesk
NETWORKING:	Domain Name Management , SSL/HTTPS Secure Transfers, WAN, WAP, DNS

Education & Certifications

Bachelor of Science, Cognitive Psychology, University of Central Florida
Secondary Concentrations: Statistical Methods, Broadcasting Technology

Certified Fundamentals of Online Testing •• Professional Search Engine Marketer Certified
MCSA, Microsoft Certified System Administrator •• MCP, Microsoft Certified Professional
CCNA, Cisco Certified Network Associate •• Microsoft Field Certified
A+ and Network+ Certified Professional

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