

Richard C. Grech

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Professional Experience

SX2 Media Labs / ComputerShopper.com | New York, NY

Product Manager / Technical Producer | September 2006 – Present

- Product and project management
 - Participated in selection of a new content management system and CMS developer;
 - Gathered feedback from potential system end users on required functionality and workflows;
 - Wrote functional specs and wireframes for new and existing website functionality;
 - Managed outsource developers to ensure that the new CMS was built to specifications;
 - Learned EZ Publish template language in order to better understand the system and to perform routine development work in-house;
 - Manage ongoing site updates and development projects;
 - Currently working on a cross-functional team to outline the next version of ComputerShopper.com;
 - Routinely communicate technical requirements to a non-technical audience.
- Ad Operations / Traffic Management
 - Lead deployment of Accipiter/Atlas tags;
 - Lead transition from Accipiter/Atlas to 24/7 RealMedia OAS tags;
 - Developed page-tagging strategy to ensure pages could be targeted to maximize revenue;
 - Oversee campaign scheduling, targeting, creative setup and testing;
 - Manage and mentor the Ad-Ops Associate on best practices and ad-ops procedures;
 - Assist with end of month delivery billing and invoicing;
 - Analyze performance data to ensure that campaigns are meeting performance goals;
 - Suggest and implement optimizations for campaigns that are not meeting performance targets;
 - Provide inventory/traffic projections to the sales team.
- Incident tracking / change management / documentation
 - Implemented Mantis to track bugs and feature requests post-launch;
 - QA test new features and fixes to ensure quality control;
 - Communicate with end-users to ensure bugs were fixed and features developed to their satisfaction;
 - Rolled out the docuwiki platform to improve internal documentation processes.
- Development / Front End Production
 - Create new site templates using HTML, PHP, CSS and EZ Publish template language;
 - Parse vendor pricing feeds to implement unique CPC and revenue sharing opportunities, directly creating new revenue streams;
 - Produce sponsorship and micro site sections for advertisers
 - Regularly examine SEO factors such as site content, page tagging and page rendering speeds;
 - Manage vBulletin forum software;
 - Produce all weekly ComputerShopper.com newsletters.
- Site Analytics / Omniture / Google Analytics
 - Lead deployment of Omniture and Google Analytics tracking on ComputerShopper.com;
 - Developed strategy for proper page tagging to ensure that relevant metrics are captured;
 - Responsible for the creation of scheduled and ad-hoc traffic reports.

Basketball City | New York, NY

Webmaster / I.T. Manager | October 2005 – September 2006

- BasketballCity.com website improvements
 - Reduced operating costs by evaluating and selecting a new webhost;
 - Re-engineered website from static HTML pages into dynamic PHP templates;
 - Installed and managed OSCommerce, giving BasketballCity.com an online merchandise store;
 - Implemented ad networks on BasketballCity.com, providing additional revenue streams;

- Setup online registration for all league programs.
- I.T. Infrastructure
 - Installed facility-wide wireless network;
 - Reduced costs by finding free alternatives to paid products;
 - Developed anti-virus, anti-spyware, and windows update procedures;
 - Implemented user accounts and permissions on Windows 2000 file server;
 - Responsible for all PC and network printer hardware;
 - Managed Active Voice Replay Phone system;

The Associated Press | New York, NY

Team Lead – Client Relations Group | October 2004 – October 2005

Client Relations Specialist | June 2003 – September 2004

- Team Lead
 - Managed day-to-day operations of the five-member Client Relations Group;
 - Ensured that support coverage was in place at all times and support tickets were handled in a timely manner;
 - Worked with appropriate business units to improve SAP CRM workflows in order to improve team productivity;
 - Collaborated with Client Relations Manager to complete performance evaluations of all team members.
- Client Relations Specialist
 - Provided phone and e-mail support to high profile customers such as Comcast, The New York Times, The Washington Post, AOL and others;
 - Relayed customer feedback to Product Managers to facilitate improvement of AP's news delivery products;
 - Became primary point of contact for AP Bureau Chiefs for technical and sales support;
 - Provided pre-sales support to AP's commercial sales department;
 - Configured laptops for field use by reporters and photographers;
 - Administered Windows Server Active Directory accounts and RSA/Nortel VPN accounts;
 - Assisted on company-wide migration from Lotus Notes to Microsoft Exchange / Active Directory.

LiveAdvice.com | New York, NY

Web Producer / Product Manager | February 2000 – May 2003

- Wrote functional specs and created wireframes for LiveAdvice.com's UI and user process flows;
- Worked with cross-functional teams throughout the development cycle;
- Produced site templates and updates using HTML, Javascript and PHP;
- Participated in usability testing analysis;
- Produced co-branded site for Yahoo Advice, a precursor to Yahoo Answers;
- Selected for transition team to transfer knowledge to new ownership under Keen.com/Ingenio;
- Coordinated uploads and QA testing with appropriate departments;
- Developed support procedures for LiveAdvice.com's affiliate program and provided support to a network of thousands of affiliates.

Freelance Professional Experience

FirstThings.com

Internet Consultant | November 2007 – December 2007

- Implemented wordpress blog and developed custom template to match their site design.

Leveraged Technology / IHS Helpdesk

Technology Consultant | October 2004

- Assisted I.T. director with office move. Set up new PCs and added users and systems to the Windows Active Directory network. Ensured that all users were properly setup and able to access their email and documents.

Colorblind Productions

Internet/IT Consultant | March 2000 – December 2005

- Setup first company website, leading to a direct increase in revenue;
- Assisted on all technology purchases and provided support for general PC and networking problems.

Education

Fordham University, College of Business Administration | Bronx, NY

B.S., Business Administration, Marketing Concentration | May 1999

Minor in Computer Science

Skills

- Content management systems / blog software: EZ Publish, WordPress
- Analytics: Omniture, Google Analytics
- Misc. Web Tools: Google Webmaster Tools, Google Website Optimizer, YSlow, Page Speed
- Ad Ops: OAS, DART, Mediaplex, Atlas
- CRM: SAP, Salesforce
- Web Development: HTML, PHP, MySQL, JavaScript, EZ Publish template language
- Server Administration: basic unix/linux command line, apache config, munin, squid
- Windows: 7, Vista, XP, 2000, NT, 9x
- Strong knowledge of all popular office, productivity and creative software packages
- PC Hardware troubleshooting and network administration
- Photography