

MICHAEL LEPORE

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CREATIVE DEVELOPMENT MANAGER

Web Design ▪ Web Programmer ▪ Creative Team Manager ▪ Project Management

Accomplished technology manager with broad industry experience spanning manufacturing, retail, and professional services. Track record for building and optimizing full web presence from scratch and leveraging technology as a business advantage. Expert technology strategist and business partner aligning the Web and Development investment with corporate goals. Broad technology background with particular strengths in Flash, Photoshop, After Effects and More.

Experience developing successful multi-national IT projects, spearheading cost-saving initiatives, and positioning development projects for expansion and growth. Highly motivated and results-driven leader who loves a challenge and is known for providing the leadership, coaching, and mentoring skills that create top-flight development teams. Areas of expertise include:

- Strategic Planning
- Creative Architecture
- Web Integration / Migration
- Web Infrastructure Optimization
- Adobe Creative Products
- Creative Leadership Among Peers
- Enterprise Project Management
- Relationship Building
- Leadership & Staff Development

PROFESSIONAL EXPERIENCE

SPINE-HEALTH, Deerfield, IL

(Premier provider of back pain related health articles on the web. 920,000+ monthly visitors)

Web Master / Lead Designer

August 2008 – Present

Ensured website operational and optimal performance in the areas of:

- Content
- Advertising
- Browser Compatibility
- Search Engine Optimization
- Load times and Performance

Supervised employees on dynamic content management systems for web content and controlling advertising via 3rd party systems.

- Redesigned and updated user interface including content and layout.
- Managed the redeployment of the advertising system to allow for more efficiencies in Ad Management and Inventory
- Pioneered in-house process of designing and developing all client requested Ad Content

KNIGHT INDUSTRIES LLC, Northfield, IL

(World's largest manufacturer of fiber board and related products. 500 employees with facilities in the Middle East, Europe, Brazil, China, and Africa. Annual revenue of \$150 million)

Web Designer / Creative Development Manager (Global)

Feb 2006 – August 2008

Recruited to establish the firm's Web infrastructure from scratch, with full strategic and operational accountability over the design and build of all internal and external web communications vehicles, Web Security, CRM Integrations, and Creative project management to meet the firm's ongoing growth demands.

Credited with consistently introducing more creative data driven services while reducing spends by leveraging technology to achieve corporate goals.

- Designed and installed the firm's intranet site encompassing 7 locations domestically and internationally, including Department Level Pages, Real Time Production Information and integration into CRM systems
- Optimized marketing programs to include the use of technology and web based advertising including the implementation of the Search Engine Optimization and Web Marketing Campaigns.
- Spearheaded the use of Video Technology for products over the web. Supervised and edited all Video and Multimedia Applications.

MEDIA NUT, West Chicago, IL

(Provider of Web, Video, and Print applications for Middle Tier Companies in the Chicago Area)

Web Designer and Multimedia Developer (Freelance)

June 2006 – Present

Consistently relied on for Creative input and innovation to bring clients Web and Corporate Presence applications to life.

- Developed in Flash, and Action Script 2.0 and Interactive image galleries.
- Created entire sites to client specifications using CMS's and table-less web site layouts.

FRED FOX STUDIOS, Chicago, IL

(Chicago's Premier Provider of Wedding Photography and Videos with 10 Locations)

Digital Imaging Specialist

June 2005 – Feb 2006

Handled all levels of Video and Digital Image touchup and Manipulation.

- Design of Wedding Proof Covers
- Import Film into Digital media and Enhanced Digital Media
- Controlled all Web Based orders for 10 Locations

EDUCATION & LEADERSHIP DEVELOPMENT

Bradley University

May, 2005

- Bachelors of Science in Multimedia

DELTA TAU DELTA, Peoria, IL

(Fraternity at Bradley University)

Chapter President

Oct 2003 – Oct 2004

- Chairman of weekly chapter meetings
- Supervise Responsibilities of other Board Members
- Communicate with Greek Advisor, Academic Advisor and Central Office