

## **ANN K. (SHALLENBERGER) BRE A**

P.O. Box 161, Dedham, MA 02027

ann@aksassociates.com / 781.248.6543

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**SUMMARY** Innovative problem solver with the ability to envision creative solutions for business issues, then translate those into a coherent IT plan, and determine priorities and project goals. Ability to motivate and lead a skilled high-performance team to obtain the goals and priorities of the business by utilizing a unique combination of coding and development skills; IT management experience and 20 years of cross-functional business management skills.

### **EXPERIENCE**

2001 – Present

#### **Freelance Consulting, AKS Associates ([www.AKSassociates.com](http://www.AKSassociates.com))**

*Translator who discovers the current business needs then translates those needs into IT solutions building on existing platforms and resources. Designing, building and updating websites based on specific client and business needs, including architecture, search engine optimizations, hosting options, and shopping carts, along with accompanying email campaigns.*

- ⇒ **UCEA** – 2007 – present, IT Team Leader for a small non-Profit, assess business requirements and provide cost effective IT solutions that reduced management cost of the computer network by 50% while increasing network stability and brought network uptime to 99%. Prepare, prioritize and manage all IT projects. System upgrades of hardware and software. Responsible for overseeing upgrades and enhancements to custom-made database that tracks the organizations direct mail campaigns and product orders including improving the tracking and reporting features which now sync with the Accounting Department reports. Oversee weekly and monthly content posted on both of the organization's websites as well as managing the shopping cart content and design. Manage staff, outside contractors, and vendors to keep organizations projects and priorities on track.
- ⇒ **www.SparrowFoods.com** – 2008 – present, designed and built new marketing website based on clients existing marketing material and help with corresponding email campaign.
- ⇒ **www.TreasureBayDesigns.com** – 2008 – present, redesigned and built marketing website with a modern timeless look.
- ⇒ **www.AdamasFineJewelry.com** – 2003 – 2007, redesigned site based on new marketing campaign, continually managed updates throughout the years
- ⇒ **www.AandIcigars.com** – 2005 – 2006, designed and built ecommerce site utilizing shopping cart that interfaced with mandatory age verification software. Set up all business systems needed to process orders (credit card processing, order processing, and shipping) online creating a virtual office managed from different locations. (Business ran out of funding and closed)
- ⇒ **www.Arezzo.com** – 2004, designed and built marketing site for jewelry wholesaler
- ⇒ **www.HickoryConsortium.org** – 2003, designed architecture and built marketing site for non-profit Green Building Consortium with the help of their in-house designer

1999-2001

#### **Webmaster, Management Ventures, Inc. ([www.mventures.com](http://www.mventures.com)), Cambridge, MA**

*Chief production and design manager for e-commerce site for analytical publishing & training company. Site responsible for 30% of company revenue.*

- ⇒ **Site development** – Translate business management vision into technical reality
  - ⇒ Adapt architecture to new business developments (new products, industry transitions)
  - ⇒ Manage relationship with third party technical providers (schedules, budgets, etc.)
  - ⇒ Migrated site from single WinNT4 server to dual Win2000 servers, one running IIS and Site Server the other running SQL Server
  - ⇒ Manage database normalization and optimization project to convert database from small in-house use to a new product for sale to clients.

- ⇒ **Site maintenance** – Run site on Windows NT, running SQL Server, IIS and Site Server located at UUNet
  - ⇒ Create and post weekly/monthly content updates in HTML, ASP and databases (SQL and Access)
  - ⇒ Manage monthly database updates and 150+ new product uploads including conversion to multiple file-types for client flexibility
- ⇒ **Client interaction** – Train new and existing clients on the benefits and usage of the site, doubling usage in a 12 month period, 35% over goal.
  - ⇒ Develop and supervise all help-desk functions (both technical and content-based)
  - ⇒ Make presentations to potential clients locally, by phone and at all Management Ventures events

1997-1998

**Director of Operations, Massachusetts Chapter, March of Dimes, Norwood, MA**

*Managed administration, support and information technology functions for leading non-profit organization. Reported to Executive Director.*

- ⇒ **Technology management** – including databases, LAN and WAN, and all associated hardware
- ⇒ **General management** – including workflow, deadlines, production schedules and people management (managed support staff of 8 people)

1987-1996

**Director of Operations, Janson Publications, Dedham, MA**

*Managed operations for a niche publisher of school-mathematics curricula, from company start-up through acquisition by major publishing house. Reported to President. Staff of 6.*

- ⇒ **Technology** – Researched, purchased and oversaw computer systems and managed computer operations
- ⇒ **Finance/Administration** – Monitored accounts payable, accounts receivable and weekly cash flow
- ⇒ **Production** – Managed production, customer service, order processing, and fulfillment through an outside fulfillment contractor
- ⇒ **Marketing** – Coordinated 9 national exhibits annually plus production and mailing of 100,000+ catalogues continually tracking results to better target highest response groups

**EDUCATION**

- 2001            **Oracle Database Administrator Certificate, Clark University**
- 1999            **Webmaster Certificate, Internet Commerce Certificate, Northeastern University**
- 1987            **Bachelor of Fine Arts, Rochester Institute of Technology, Rochester, NY**
- 1990-1996     Courses in Management, Financial Accounting and Marketing at Northeastern University