

ANN K. (SHALLENBERGER) BREA

P.O. Box 161, Dedham, MA 02027

ann@aksassociates.com

781.248.6543

SUMMARY

Possess over 20 years of technical and business management experience. Innovative problem solver with the ability to envision and deliver technical solutions for commercial and non-profit businesses. Assess needs, set project goals, determine priorities, and create coherent IT plans. Able to build and lead skilled, high-performance teams. Additional skills include website development and IT project management.

EXPERIENCE

2001 – Present

Freelance Consulting, AKS Associates (www.AKSassociates.com), Dedham, MA

Discover current business needs then translates those needs into IT solutions building on existing platforms and resources. Design, build, and update websites based on specific client and business requirements, including architecture, search engine optimizations, hosting options, and shopping carts. Support and manage companies' email campaigns as a Constant Contact Partner.

UCEA: 2007 – present, IT Team Leader for a small non-profit. Define, articulate, and execute strategic vision. Determine short- and long-range technology needs, as well as provide hardware and software roadmaps. Maintain infrastructure for the IT department of the Boston office. Accountable for the direction, development, and execution of multiple complex and high-priority projects for the organization that directly impact systems and/or business strategies. Plan and direct day-to-day IT operations, including network, email, desktop, application support, and system upgrades. Oversee operations of the customized DB that tracks all marketing initiatives. Manage staff, outside contractors, and vendors to keep organization's projects and priorities on track. Reduced the management cost of the computer network by 50% while increasing network stability, bringing the network uptime to 99%.

www.SparrowFoods.com: 2008 – present, designed and built new marketing website based on client's existing marketing material. Help with email campaigns.

www.TreasureBayDesigns.com: 2008 – present, redesigned and built marketing website with a modern timeless look. Update site as needed.

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 e-commerce site utilizing shopping cart that interfaced with mandatory age verification software. Set up all business systems needed to process orders online (credit card processing, order processing, and shipping) 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 its in-house designer.

1999 – 2001

Webmaster, Management Ventures, Inc. (www.mventures.com), Cambridge, MA

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

Site development:

- Translated business management vision into technical reality
- Adapted architecture to meet new business needs (new products, industry transitions, etc.)
- Managed 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
- Managed database normalization and optimization project to convert database from small in-house use to a new product for sale to clients

Site maintenance:

- Ran site on Windows NT, using SQL Server, IIS, and Site Server located at UUNet
- Created and posted weekly content updates in HTML, ASP, and databases (SQL and Access)
- Managed monthly database updates and 150+ new product uploads, including conversion to multiple file types for client flexibility

Client interaction:

- Trained new and existing clients on the benefits and usage of the site, doubling traffic in a 12-month period, 35% over goal.
- Developed and supervised all help desk functions (both technical and content-based)
- Made 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: Included databases, LAN and WAN, and all associated hardware

General management: Included workflow, production schedules, and people management. Managed support staff of eight 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. Managed a staff of six.

Technology: Researched, purchased, and oversaw computer systems

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 nine annual national exhibits plus production and mailing of 100,000+ catalogues, continually tracking results to better target high-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