



Alan M. Prachar

Summary

Accomplished email specialist, web producer, and front-end developer with extensive experience in email marketing initiatives, website production, CSS, web standards, and project management. Providing a diverse range of services including branding, SEO, social media, analytics, and training initiatives at both the corporate level as well as an array of clients from a variety of industries. Passionate web professional motivated by challenging projects and deadlines.

Skills and Proficiencies

- Design, coding, management, tracking, and statistical analysis of email communications.
- Hubspot and ActOn Marketing Automation tools
- Email Campaign and List Management
- CAN-SPAM Compliance
- Over eight years' experience in website project management at both local and global levels
- WordPress installation and theme customization
- Additionally, familiar with Joomla, Drupal, and HTML5 website construction
- Domain and hosting management
- HTML / PHP / Ajax / jQuery / CSS
- Search Engine Optimization
- Copywriting and Editing
- Google AdWords and other PPC initiatives
- Creation and management of corporate social media pages for Facebook, Google for Business, Twitter, YouTube, Foursquare, Instagram, Yelp, and Pinterest.
- Providing WordPress Training Sessions, Tutorials, and User Guides.
- Adobe Creative Suite 4, 5, 6, and Creative Cloud.
- Equally proficient in Mac or Windows Environments
- Microsoft Office Suite
- Ability to work under pressure and consistently delivers projects on time alone or as part of a team.

Portfolio

AlanPrachar.com

Experience

Web Producer / Email Specialist (Contractor)

The Sawtooth Group

April 2017 – Present

Consultant establishing email marketing initiatives and best practices, refreshing corporate web properties and instituting SEO best practices. Created initial PPC campaigns resulting in a 30% increase in web traffic after one week of launch.

Web Producer / Email Specialist (Contractor)

The Hibbert Group

February 2016 – April 2017

Contractor coding responsive email and web content for The Hibbert Group, a firm specializing in marketing fulfillment solutions catering to pharmaceutical companies as well as other clients. Projects also include complete re-design of the Hibbert corporate intranet.

Global Web Manager

Datacolor

February 2012 – January 2016

Position focuses on content management of corporate websites, creation of new web properties, creation of marketing email blasts, maintenance of social media properties, management of our email contacts and email broadcasts through ActOn. Creator and Webmaster of SpyderBLOG, our online community for photographers, designers and artists and Datacolor Scientific, a new division providing color solutions for microscope imagery.

Lead Web Developer

DrivingForce.com

June 2011 – February 2014

Position required the creation and management of Wordpress and HTML Websites for an all-in-one marketing solutions firm catering to doctors, chiropractors, dentists, and personal trainers. Also responsible for email contact management, email blast creation, and email marketing campaigns.

Freelance WordPress Designer

Apr. 2009 – Present

Providing clients WordPress websites, email marketing, and social media services for professional and personal use. Specializing in theme customizations, plug-in installation and configuration, social media integration, spam prevention, and search engine optimization.

Sergeant

Ocean County College

Dec. 2010 – June 2011

Shift commander managing all shift operations and supervision of shift employees.

Security and Operations Specialist

Godaddy.com

Jul. 2008 – May 2010

Member of security team performing security operations at call centers, data centers, and corporate headquarters. Also worked on numerous special assignments and projects with the company executive staff.

**Lieutenant
Rider University**

Sep. 1998 – Sep. 2007

Shift commander managing all shift operations and supervision of shift employees.

Awards

Four-time recipient of Datacolor Core Value awards for Teamwork, Passion, and Execution.

Certifications

Google Analytics, Google Mobile Sites, Google AdWords (Search and Display) Valid through July 2018.

Education

Rutgers University and Rider University

Studies focusing on Computer Information Systems and Journalism.