

ROGER R. PIFFER
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Website: www.rpiffer.com

STRONG POINTS

- A hands-on professional with extensive experience in creative technology. Emphasizing in design, product development, business-to-business marketing and business to consumer solutions.
- Recognized for consistent excellence and exceptional abilities with progressive and challenging assignments, in all aspects of Creative Media and integrated global marketing strategies.
- Extensive experience in working with High Profile Corporate Accounts (SmartBear Software, AutomatedQA Software, WHDH Channel 7, NBC, Cognex, SBLLI, NE Boat Show, Handango, Palm, Nokia, Motorola, Blackberry, Nokia, EA Sports, Home Depot, AAA, Best Buy, DHL, NASCAR, Neurologica and others)

EXPERIENCE

GF SPRAGUE CO. INC., Needham, MA
Director Marketing

11/10 – Present

- Responsible for all PR, lead generation inbound and outbound initiatives
- Managed web development & design of our corporate site and all landing pages, mobile websites, including our ecommerce module for our business
- Responsible for all SEO implementation including PPC, Organic
- Lead designer of web, print, TV, mobile, iPad, Flir i7 Infrared Camera, marketing material and strategy
- Sales & Technology trainer for entire corporation
- Manager of our affiliate partners and network

SMARTBEAR SOFTWARE, Beverly, MA
Web Marketing Manager (Consultant)

5/10 – 7/10

- Led the design, web strategy, and delivery of new corporate website Smartbear.com
- Managed web development team in USA and Russia during web design and development process
- Developed and execute new marketing campaigns to increase the acquisition and conversion of site visitors
- Responsible for technology requirement for purchase of new CRM and CMS systems, including training

SOUND AND VISION MEDIA, Revere, MA
Web Development Director (Consultant)

11/07 – 5/10

- Responsible for all online and digital marketing initiatives, hands on website design & development, mobile video website design, including phone applications, infomercials, email campaigns, web seminars, search engine optimization, advertisement campaign development, online awareness and lead generation campaigns
- Duties also include web business development and social media marketing strategy
- Managed a staff of two, plus vendors and contractors

FILAO AMERICAS INC., Boston, MA
Online Marketing Manager/ Multimedia Designer

7/06 – 5/07

- Responsible for the company product development, online activities and Marketing Strategies, including revenues generated from FILAO's and International Partners.
- Manager and Developer of our Corporate Website Filaomobile.com
- Duties include opening, managing and developing Multi-Million Dollar Global Game Digital Download business, with currently over 30 International channels and growing
- Increased Online Business by 70% with zero marketing dollars under 1 year

FIDELITY STRATEGIC INVESTMENT, Boston, MA
Web Development Consultant

4/06 – 8/06

- Responsible for the overall management of Boston & Washington Tradeshow Web sites (Internet and Intranet), including content, branding, navigation and usability.
- Working in our highly complex environment managing, coordinating and facilitating strategic and tactical content for all web marketing activities, as well as work collaboratively with IT (to produce technical solutions), marketing managers, senior management and vendors.

CYPHERMINT INC., Marlborough, MA
7/05

3/02 –

Director of Creative Services

- Responsible for implementing and developing brand integration. Responsible for marketing programs and company's financial service products.
- Manager of Cyphermint Inc. corporate brand image, in addition to Marketing new media initiatives.
- Director of Sales Team and Cyphermint Inc. Creative Studio. Focused in providing advertisers and e-commerce merchants with strategic vision.

Responsible for brand management, advertisement and marketing solutions.

**HORIZON HOUSE PUBLICATIONS INC., Norwood, MA
2/02**

11/00 –

Web Development Director

- Responsible for the marketing, design, development of all websites for the corporation's periodicals and book-publishing division.
- Duties included marketing, strategic planning, client development and logistics. Served as their technical/software lead.
- Established video-streaming platform, including on-demand content, audio books, marketing and sales videos. Responsible for employee and partner training, author commentaries and product demonstrations.
- Increased advertising revenue streams by \$2 million dollars using latest tracking systems and developing email sponsored newsletters

**BOCH AUTOMOTIVE ENTEPRISES / SUBARU OF NEW ENGLAND, Norwood, MA
9/99 –11/00**

E-Commerce Marketing Manager / Multimedia Designer

- Developed and managed 65 auto-dealership web sites with an income of \$50,000 in monthly sales per web site.
- Designed and marketed corporate e-mail newsletter with over 200,000 subscriptions.
- Established comprehensive sales and marketing strategies, targeting new markets, track leads and improving the customer-feedback process. Served as their multimedia designer, presentation specialist and software trainer.

**SIGNART INC., Malden, MA
07/99**

7/98 –

Director of Marketing

- Spearheaded 300% gain in sales volume to \$1.5M within a year period in the Router and Laser Table Signage Division.
- Provided 3D Software Consultant Training for Company and Equipment sales.

COMPUTERS

Expert level with PC and Macintosh and in cutting edge multimedia software's.

Dreamweaver	Expert	Currently used / 9 year
WordPress	Expert	Currently used / 3 year
DoubleClick	Expert	Currently used / 2 year
Adobe Premiere Pro	Expert	Currently used / 1 year
Adobe After Effects	Expert	Currently used / 1 year
Genius CRM	Expert	Currently used / 1 year
Constant Contact	Expert	Currently used / 5 year
ClickTracks	Expert	Currently used / 2 year
Web Trends	Expert	Currently used / 3 year
Crystal Reports	Expert	Currently used / 2 year
SEO Elite	Expert	Currently used / 1 year
SEO Quake	Expert	Currently used / 1 year
SalesForce.com	Expert	Currently used / 2 year
Lyris	Expert	Currently used / 5 year
Sound Forge	Expert	Currently used / 2 year
Adobe Audition	Expert	Currently used / 3 year
Adobe Illustrator	Expert	Currently used / 7 year
Adobe In Design	Expert	Currently used / 3 year
Hub Spot CRM	Expert	Currently used / 1 year
Google Analytics	Expert	Currently used / 5 year
Drupal	Expert	Currently used / 1 year
Joomla	Expert	Currently used / 2 year
Adobe Flash	Expert	Currently used / 9 years
Adobe PhotoShop,	Expert	Currently used / 11 years
Microsoft Office	Expert	Currently used / 11 years

PROGRAMING LANGUAGE EXPERIENCE

iPad Developer, HTML, Javascript, Flash Actionscript, PHP, ASP, JSP, XML, SSH, DHTML, Lamp, AJAX, CSS, JS, SQL, Perl, JQuery,

EDUCATION

- ❖ RETS Electronics Associates in Electronic - 1981 – 1983
- ❖ Flir i7 Infrared Thermal Camera Training - 2011
- ❖ General Radiotelephone License - 1983
- ❖ Harvard Managers Mentor Program - 1995
- ❖ Adobe Photoshop Photorealism Program - 1999
- ❖ E-Commerce Marketing Program - 2001
- ❖ Web Server Technology Program - 2001
- ❖ Macromedia Dreamweaver UltraDev Program - 2001
- ❖ Macromedia Flash Animation Program – 2003
- ❖ Google Advertising Professional Program - 2007
- ❖ University of Phoenix, (ONLINE) - Working on degree, should be completed by 2011 MBA in Marketing
- ❖ Use Lynda.com for constant training on all software's I currently use

LANGUAGES

Fluent in Portuguese, English, Spanish and understanding of Italian.