

# KEVIN DOLORICO

142 E 33<sup>rd</sup> St #3E, New York, NY 10016  
(646) 291-6250 (Home) | (917) 929-3172 (Mobile)  
kevin@technomaster.com | <http://www.technomaster.com>

---

## **PROFESSIONAL PROFILE**

Creative team player that works well with both technical and non-technical staff. Extensive experience with design, development, QA testing, production, and post-launch maintenance of sites and web applications. Well-versed in different industries - ad agency, hospitality, and publishing experience.

## **EMPLOYMENT HISTORY**

### **QUIKBOOK.COM / TRAVEL PLANNERS, INC.**, NY

Sept 2004 - Present

#### **Web Operations Analyst**

Manage all creative and technical needs of sister travel organizations (Quikbook - leisure & business hotels; Travel Planners, Inc - convention housing provider). Research and develop solutions to simplify company workflow and website maintenance. Manage e-Marketing team on daily site maintenance, customer communications, and weekly e-newsletter. Optimize search engine strategy. Design all print and online marketing collateral. Work with IT to develop new web features.

#### *Highlights:*

- Leading redesign projects for: Quikbook.com, Myhousinginfo.com, and TPhousing.com, from wireframe mockup to final completed sites
- Redesigned email marketing templates, optimizing click-through rates and conversions
- Implemented web analytics solution (WebSideStory HBX); analyze user trends
- Scoped out and oversaw development of web-based issue tracker for managing interdepartmental tasks
- Managed creation of RSS feeds for hotel specials

### **FREELANCE WEB CONSULTANT**, NY

Oct 2002 – Sept 2004

#### **Web Designer / Producer / Art Director**

Provided contract-based website and technology consulting with services including but not limited to: project management, site design/redesign, production and maintenance, newsletter redesign, and search engine optimization. Selected Client list: DG-Interactive, ePromos, School for Improvisation, Newtek Business Services, WS Deans, TechWeb.com

#### *Highlights:*

- Improved various aspects of ePromos.com's marketing strategy, including improving site usability and search engine performance. Enhanced epromos email design/layout to improve click-through rate.
- Designed and produced sites for Newtek: [www.newtekfinancialsuites.com](http://www.newtekfinancialsuites.com) (client administration interface), [www.newtekstrategies.com](http://www.newtekstrategies.com) (lead gen), [www.causeyoucare.com](http://www.causeyoucare.com) (lead gen), [www.spinodyyssey.org](http://www.spinodyyssey.org) (non-profit)
- Redesigned Catskills Off-Track Betting site (Interbets.com)

### **CMP MEDIA, TECHWEB.COM / INFORMATIONWEEK MAGAZINE**, NY

Mar 2000 – Oct 2002

#### **Web Designer / Producer**

Web designer for CMP Media's acclaimed technology publications: InformationWeek, Optimize Magazine, Byte, TechWeb, Planet-IT, and TechShopper. Handled various aspects of design and production for print and web, including daily site graphics, informational charts, site redesigns; developed text/html email newsletters.

#### *Highlights:*

- Designed and launched Optimize Magazine website (2002); art directed the site from wireframe mockups to final design and oversaw final implementation with production and IT teams.
- Launched major redesign of InformationWeek Magazine website (2001); developed interfaces for dynamic web applications and tools, such as InformationWeek's Salary Advisor and IW500 List.
- Acted as liaison between editorial staff and third party developers during the implementation of a new content management solution and site redesign, facilitating communication between technical and non-technical staff.
- Produced internal tutorial and walkthrough guides for editorial staff.

# KEVIN DOLORICO

142 E 33<sup>rd</sup> St #3E, New York, NY 10016  
(646) 291-6250 (Home) | (917) 929-3172 (Mobile)  
kevin@technomaster.com | <http://www.technomaster.com>

---

## **EMPLOYMENT HISTORY** (continued)

### **MCCANN-ERICKSON**, NY

Sept 1996 – Feb 2000

#### **Graphic Services Technology Specialist / Mac Support Specialist**

Provided tech support for an 80-user print production environment. Researched and developed technology solutions to expedite departmental workflow.

#### *Highlights:*

- Led department's web activities, including leading the development of a corporate intranet site.
- Developed digital asset management workflow based on Cumulus, allowing easy access to archived work.
- Configured, upgraded, and maintained all Mac and PC hardware and software including publishing applications, office and remote access applications, color lasers printers, large format printers, and scanners

## **EDUCATION**

### **New York University, School of Education**, 1992 – 1996

Bachelor of Science, Music Education, with courses in music technology and music business

## **CERTIFICATES & TRAINING**

### **New York University, School of Continuing Education**, Spring 1998

Completed Certificate Program, Multimedia Design and Production

### **New York State Teaching Certification**, 2003

## **MISCELLANEOUS AWARDS & ACHIEVEMENTS**

Won the **Silver Award by the ASBPE for best new web publication 2002** for work on Optimize Magazine

Won the **Jesse Neal Journalism Award for best website 2001** for work with InformationWeek.com

Won the **CMP Media's Award for best large site 2000** for work on TechWeb.com

Co-presenter at the 2000 Publishers Symposium seminar for PDF Workflow

## **TECHNICAL SUMMARY**

**Web Technologies:** HTML/XHTML, CSS, JavaScript; working knowledge of XML, PHP, ASP, .NET, JSP; understanding of web standards; experience working with web analytics solutions (HBX, Google Analytics) and implementing SEO best practices on production websites

**Other Web-related Skills:** knowledge of email design/coding, and marketing best practices; knowledge of web browser and email client limitations & issues

#### **Applications:**

**Web Design/Development:** Microsoft Visual InterDev, Dreamweaver; working knowledge of TeamSite; working knowledge of Flash

**Print Design/Layout:** InDesign, Photoshop, Illustrator, Quark Xpress, Acrobat; knowledge of color management principles and best practices

**Misc. Software:** Canto Cumulus; working knowledge of asset management fundamentals

**Operating Systems:** Win 2000 - XP; Mac OS 8 – 10.4x, working knowledge of UNIX-based operating systems

**Hardware:** Knowledge of PC and Mac hardware to component level