

# Dominic Massad

Sterling Heights, MI

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## Experience

### Freelance Web Design and Development

January 2003 to Present, Detroit, MI

Focused on beautiful, creative, standard compliant websites and interfaces for small to medium sized businesses. Provided web development/design services, online identity/presence, branding, advertising, marketing, Social Media, SEO, and web metrics/analytics. Took projects from conception to completion and delivered them on time within budget.

### Senior Technology Analyst, Campbell-Ewald Advertising

January 2006 to November 2008, Warren, MI

Provided business technology solutions to the Digital and Engineering groups. Coordinated with other departments (IT and non-IT) on issues and projects that transcended the Technology group. Researched new/emerging technologies (hardware, software, and operating systems). Performed critical analysis of technology for possible implementation in existing environment. Transformed existing environment into an Active Directory and Exchange environment. Implemented Windows Remote Installation Services for imaging, Microsoft SharePoint services for team collaboration, and remote management through Group Policy and ScriptLogic. Remote management and imaging of Macs through Casper Suite. Made recommendations to management on technical direction. Clients valued that I shared their vision and worked with them to expand on their ideas and needs.

### Web Developer, Exhibit Enterprises

December 2004 to January 2006, Rochester Hills, MI

Developed websites, interfaces, and applications centered around user/customer experience. Led the creative direction and provided information architecture, navigation schemes, usability testing, and overall web strategy. Facilitated effective workflow between creative and development teams. Redesign and launch of eeiglobal.com, critical website that provided a gateway of information and tools for employees and clients.

### System Administrator, Exhibit Enterprises

December 2004 to January 2006, Rochester Hills, MI

LAN/WAN support, email/server administration, managed web/database servers; performed new systems/servers setup; daily backups; hardware and software troubleshooting; hardware and software deployments; email support; ghosting; implemented network solutions; connectivity issues; solved virus/spyware/spam issues; and optimized network performance. Explored and utilized new technology to fulfill project objectives.

### Webmaster and Developer, Parkway Real Estate

September 1999 to December 2002, Harper Woods, MI

Developed complete redesign of company website making it easier for customers to use/navigate. Drove traffic to website utilizing various SEO methods, increasing revenue by 300%. Transformed website from static to dynamic, linking company and client data. Managed and maintained website in a fast paced environment with updates and changes delivered on time, meeting deadlines and client expectations.

## Education

### Bachelor of Science, Computer Science, Central Michigan University

Focus on Object-Oriented and Web programming with additional coursework in

### Design

Web Standards  
User Centered  
Accessible  
Interactive  
Multimedia  
Identity  
Branding  
eCommerce  
Blogging

### Skills

HTML  
XHTML  
CSS  
JavaScript  
PHP  
ASP  
XML  
ActionScript  
AJAX  
SQL  
MySQL  
MS Access

### Tools

Photoshop  
Dreamweaver  
Flash  
Illustrator  
After Effects  
QuickTime  
Final Cut  
Fireworks  
MS Office  
Keynote  
Mac OS X  
Linux  
MS Windows  
OmniGraffle Pro  
Visio  
Project  
FTP  
CVS  
CMS  
Open Source  
WordPress

### Expertise

All Things Design  
Creative Problem Solving  
Logical Thinking  
Pragmatic Approach  
Online Strategy  
Social Media Principles  
Effective Interactive Solutions  
Meeting Business Goals