

# ADRIAN MARMARA

Phone: 416-885-2711 | Email: [adrian.marmara@gmail.com](mailto:adrian.marmara@gmail.com) | Scarborough, ON  
In: [www.linkedin.com/in/adrian-marmara](http://www.linkedin.com/in/adrian-marmara)

## IT EXPERTISE

## CONTENT MANAGEMENT

## DIGITAL PROJECTS

SENIOR IT CONSULTANT with 17 years' progressive experience from project management to web development with demonstrated implementation of highly effective digital marketing campaigns and solutions to simplify and enhance internal user capabilities. Visionary project team lead with proven ability to negotiate with vendors and partner with international development marketing teams and senior management to contribute to Request for Proposal (RFP) information collection and budget calculations. Analytical thinker with strong business acumen and in-depth knowledge of best principles and processes crucial to success and completion of multi-faceted projects.

## DISTINCTIVE FIT & VALUE

- ♦ Project Planning & Management
- ♦ Business Needs Assessment
- ♦ Scrum Agile Methodologies
- ♦ Systems Migration & Integration
- ♦ Workflow Process Improvements
- ♦ Team Trainer
- ♦ Digital Content Strategies
- ♦ Brand Marketing Content
- ♦ Content Audits | Quality Assurance
- ♦ Reports & Documentation
- ♦ Systems Development Life Cycle

## EMPLOYMENT HISTORY

### Senior IT Consultant | International Content Manager

March 2007 – Present

Choice Hotels International, Phoenix, Arizona, USA  
(virtual office in Mississauga, Ontario)

*Singlehandedly manages content for 11 international websites. Interfaces with multi-functional teams supporting translation, search engine optimization, web development and user experience (UX) to develop, implement and improve content and workflow processes. Reviews budgets for RFPs and makes spending amendment recommendations.*

- ✓ **Championed deployment of Choice Hotel's first content management system (CMS)** for existing international websites in various languages.
- ✓ **Key contributor to \$100M annual online revenue growth** positioning website validity as effective global franchisee distribution channel.
- ✓ **Pioneered, in part,** first and longest running (4 years) SCRUM/AGILE development team.

### Key Projects:

- ✓ **Boosted content relevancy and customer engagement** by leading implementation of CMS vendor project and partnering with international offices to improve efficiencies, reduce ticket response time and accelerate web content updates.
- ✓ Developed CMS training manual and delivered online training via WebEx.

*Employment History continued on next page.*

## Employment History continued...

### Front End Developer/Web Developer

September 2006 – November 2006

MacLaren McCann, Toronto, Ontario

*Recruited to support, update and maintain major account websites such as GM Canada, Microsoft, Intel, Canada's Wonderland, Nestle Canada.*

- ✓ Leveraged TeamSite CMS to create targeted content and marketing emails.
- ✓ Applied HTML/CSS layouts with scripting elements to develop microsites.

### Internet Manager

March 2004 – September 2006

CANUSA Products Inc. (currently Robert Kennedy Publishing), Mississauga, Ontario

*Oversaw design, development, launch and maintenance of 7+ online health and fitness magazines and landing pages for book promotions. Maintained e-commerce store.*

- ✓ Boosted customer engagement by re-organizing and targeting content.
- ✓ Increased magazine subscription rate through effective email marketing material design.
- ✓ Managed various online marketing initiatives, supervised and delegated to graphic designer.
- ✓ Orchestrated and managed successful community online forum for Oxygen Magazine.

### Content Publishing Specialist/QA Tester

January 2003 – October 2003

CIBC Internet Channel, Toronto, Ontario

*Performed web application functions including test plans creation, tests execution, results reporting and verification of defects discovered during testing.*

- ✓ Instrumental in launch of CIBC Online Banking redesign.
- ✓ Identified issues to be addressed by development team prior to customer viewing.

### Earlier Project Management Experience:

Web Developer, Graphic Designer | Captain Records, Toronto, ON | 2001 – 2006

Development Lead, Project Manager | Streaming Media Technologies | Las Vegas, NV | 2000 – 2001

Project Manager, Photoshop Technician | IPIX | Toronto, ON | 1999 – 2000

## TECHNICAL PROFICIENCIES

<b>Programming</b>	HTML/XHTML/DHTML/CSS, WML, JavaScript, VBScript/ASP (ODBC), ASP.Net, Mobile ASP.Net, Visual Basic/Visual Basic.Net, SQL, PHP, C, C#, XML, XSLT, AJAX
<b>Development Tools</b>	Macromedia Dreamweaver, Microsoft FrontPage, Microsoft Visual Studio.Net, Macromedia Homesite
<b>Content Management Systems</b>	Oracle Web Center Sites, Autonomy TeamSite, Hot Banana, Word Press, Oracle Web Center Sites,
<b>Operating Systems</b>	Microsoft Windows/Linux/SunOS

*Technical Proficiencies continued on next page.*

## Technical Proficiencies continued...

<b>Database Environments</b>	SQL, MS SQL, Microsoft Access, MySQL, Broadvision, Oracle, IBM DB/2
<b>Web / Application Servers</b>	IIS, Real Server, Windows Media Administrator
<b>Social Media</b>	Buffer, Hootsuite
<b>Other</b>	Adobe Creative Suite, Microsoft Office Suite, ProShow Producer, QuarkXpress, Acrobat Reader

## EDUCATION

**Digital Marketing Management, Certificate** In-Progress, estimated completion 2018  
*University of Toronto, ON*

### Humber College of Applied Arts & Technology

Social Media, Certificate of Participation	2017
Advanced Web Development for E-Business, Post Graduate Certificate	2002
Website, Development & Maintenance, Diploma	1999
Computer Information Systems	1998

## PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Hootsuite Platform Certification – In Progress  
Certified Scrum Product Owner (CSPO)  
ADA Compliance Training Compromising of HTML and CSS Accessibility  
Web Accessibility for Content Contributors  
Web Accessibility Fundamentals  
PCI Security and Privacy Awareness, Choice Hotels  
PCI Secure Coding Guidelines, Choice Hotels  
National Coaching Certification Program, Coach Level 1, Hockey Canada

## COMMUNITY INVOLVEMENT

**Director, Webmaster, Social Media Manager** 2016 – Present  
*Parents Engaged in Education ([www.parentsengagedineducation.ca](http://www.parentsengagedineducation.ca))*

- ♦ Manages all social media channels and blog in consultation with executive director.
- ♦ Oversees development and website maintenance.

**Chairperson** 2014 – Present  
*Parent-Teacher Association, Elementary School*

- ♦ Spearheaded creation of parent council to strengthen parent-school connection.
- ♦ Raised \$10,000 coordinating a successful school fundraising event.