

Christopher G. Brenz

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OBJECTIVE

My goal is to secure a Digital Director position, and draw upon my substantial architecture and consulting experience to lead a team of developers in delivering world-class digital initiatives and corporate messaging in a multi-channel, accessible online experience.

SUMMARY

I have more than 15 years of experience in the technology sector, including senior-level website application development as an architect, team lead and systems designer, along with technical documentation authoring, EDI translation mapping, and database applications. Currently working as a Web Content Management Lead, I am responsible for writing standards-compliant cross-browser compatible code with considerations for Section 508 and WAI. As an Interwoven Certified TeamSite Developer, I have been an Architect/Consultant on several CMS implementations for leading manufacturing, hospitality, utility, and chemical organizations.

COMPUTER SKILLS

Languages

- Proficient in: ASP, JSP, HTML, Javascript, jQuery, CSS, XML, XHTML, XSL, Ajax, JSON, EDI
- Familiar with: .NET, Java, PHP, VoiceXML, WAP, WML, SMIL, C++, VB, VBA, Lingo

Software

- Databases: Microsoft Access, Microsoft SQL Server, Oracle, MySQL
- Applications:

Proficient in: IBM Web Content Manager, InterWoven Content Center Professional (TeamSite), Interwoven SitePublisher (LiveSite), eDialog Precision Central, Jira, Adobe CS6, MS Office, HTML Help Workshop, FTP/VPN Clients, GoldWave, Pinnacle Studio, Ulead VideoStudio

Familiar with: IBM Websphere Portal, Documentum, MediaWiki, Confluence, Visual Studio .NET, Hudson, IBM RAD, Eclipse, Flash, SONAR, MS FrontPage, Omniture (Hitbox), Responsys, FogBugz, HttpFox, Fiddler

EXPERIENCE

Web Content Management Lead

July 2013 -Current

*Fast Switch, Ltd. consulting for **DTE Energy***

- Currently engaged as WCM Lead for DTE Energy's external website - dteenergy.com - using Websphere Portal, IBM Web Content Manager, and Documentum along with Adobe CS6 for content/image creation and maintenance.
- Serving as liaison between the third party design entities, Corporate Communications, and I.T. teams for integration of new designs and custom content from external sources into DTE Energy's templated and controlled web environment.
- Designed a pilot version of internal employee communications emails, by creating Adobe DreamWeaver templates which provide simplified, consistent creation of email and responsive web design variations.
- Served as Technical Lead for a pilot program implementing the newest version of IBM Web Content Manager for the company's intranet portal site, which included proof of concepts for usability, targeting, and personalization.
- Ongoing documentation and training of team members covering topics such as third-party best practices, Dreamweaver templating fundamentals, and responsive design concepts/wireframes using Microsoft Word and Visio.

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Principal Engineer

March 2012 - June 2013

*MicroLink, LLC, consulting for **Massachusetts Financial Services***

- Completion of Microlink/Autonomy curriculum for core competencies including: Intelligent Data Operating Layer (IDOL) Essentials, SitePublisher Component Developer Series, TeamSite Developer Series and TeamSite Administration Series.
- Local Windows 2008 Server development environment installation/configuration of TeamSite/SitePublisher/LiveSite, with SQL Server database.
- Design/configuration of www.SPXtra.net corporate website on Linux/MySQL/Wordpress CMS.
- Engaged from Nov 2012 to March 2013 as Principal Engineer at Massachusetts Financial Services (MFS), working on-site at their headquarters in Boston, MA.
 - DCT development and internationalization enhancements in support of bringing third-party Japanese website into MFS TeamSite environment
 - Planning and execution of integrating Canadian English/French multi-lingual website into existing MFS.com site
 - Engineered Proof of Concept TeamSite/LiveSite Localization capabilities for future development projects

CMS Architect

May 2011 - ongoing

*Marketing Associates, for **Starwood Hotels***

- Application development and maintenance using TeamSite data capture templates, LiveSite components, OpenDeploy, DataDeploy, SQL Server, and Eclipse Helios (for Java/JSP).
- Provided new application development, enhancements, and third-level support of Special Offers, Destination Guides and Branded Landing pages to 900 users in the field.
- Internationalization (i18n) of website contents spanning multiple languages (English, French, Spanish, Portuguese, Italian, German, Chinese, Japanese).
- Implementation of several i18n techniques – Perl lookup tables, Java properties, and DCT-based.
- Responsible for assessment of existing application including documentation of existing codebase and processes, system architecture, internationalization, and graphical workflow creation (Visio).
- Release management of application code within SVN – merges, tagging, OpenDeploy labels.
- Creation/maintenance of Jira bug tracking system for application fixes and enhancements.
- Creation/maintenance of a Sharepoint Groove Workspace for team collaboration, calendaring for Build/Release deployment schedule, team messaging and documentation.
- Performed front-end fixes and enhancements, including cross-browser compatibility fixes, sIFR Flash font replacement techniques and HTML/CSS/Javascript updates.
- Java JSP changes, including velocity changes, application logic, and tiles updates.
- Timing estimation and scheduling for new Interwoven content management initiatives.
- Training cross-functional team members on Interwoven development, JSP/Perl/SQL structures.

Email/Web Developer

2009-2011

Entertainment Publications, LLC

- Surpassed target of 99% On-time Email Development, while improving overall quality of email campaigns/templates by improving HTML display and implementing best practices.
- Lead Developer for production of HTML/Text email marketing messages.
- Technical Liaison responsible for resolving issues with e-Dialog (email service provider), including audience/data issues and bug reporting.
- Conversion of in-house and third party (e.g., FTD) audience data to required format for integration with e-Dialog delivery systems.
- Achieved on-time development/deployment of 250+ unique email campaigns per year.
- Integration of Affiliate/Localized offers into customized, highly targeted emails.
- Prototyping and Quick Relevancy testing for new email designs.

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Senior Technical Consultant

2008- 2009

Perficient, Inc.

SPE.org - consulting for a Leading Association of Chemical Professionals

In role of Senior Technical Consultant working with an Architect to propose and build several Web 2.0 initiatives for client consideration. Responsible for design, prototyping, development, integration, and documentation. Client elected to implement our suggested Google Maps integration and MediaWiki installation. Implementation of MediaWiki allows participating contributors to monitor, collaborate, and update community information in real time. Custom Google Maps integration provides a dynamic, rich-media user experience in the current Web 2.0 trend.

- Met with key client personnel for requirements gathering and project timing estimation.
- Fashioned database-driven Google maps with several UI customizations to provide interactivity.
- Updated related workflow .NET applications to provide geocoding service for new and existing locations.
- Modified existing Oracle database structure to include new geocoding fields.
- Updated existing database records with newly calculated latitude/longitude information.
- Installed extensions and configured MediaWiki on client LAMP stack.
- Produced custom end-user 'Getting Started' guide for Wiki and integration guide for Google Maps.

Brocade.com – consulting for a Major Technology Hardware Manufacturer

Lead Technical Consultant on a 6 person team responsible for the design, development, implementation training, and testing for a CMS implementation and complete website redesign utilizing Interwoven TeamSite and LiveSite. Implementation of Interwoven CMS solution allows individual business stakeholders to manage their own content and keep the corporate website fresh and accurate.

- Met with client teams for requirements gathering and task prioritization.
- Input to project plan for timeline estimates and chronology.
- Established several custom LiveSite components to facilitate content management.
- Developed several TeamSite Data Capture and Presentation Templates.
- Performed iterative team code reviews, and defect resolution.
- Created custom Javascript functions to facilitate DHTML data handling.
- Mentored junior team members on Interwoven TeamSite/LiveSite.
- Authored custom, compiled Help Documentation, and conducted on-site client training.

Systems Designer

2006-2008

Compuware Corporation, for Chrysler and Chrysler Financial

- Requirements gathering, prioritization, and project plan timing.
- Primary developer (Interwoven TeamSite) and team lead for these URLs:
 - www.seatcheck.org
 - www.roadreadyteens.org
 - www.brandspankinused.com
- Creation of Data Capture and Presentation templates within Content Center Professional.
- WebSideStory HBX Analytics configuration for collection of statistical data.
- Maintenance support tasks including shell scripts, Usability/SEO analysis, FTP scripts.
- Served as User Interface resource on redesign of Chrysler Financial website.
 - www.chryslerfinancial.com
 - www.chryslerfinancial.ca

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Senior Developer

2003-2006

*Young & Rubicam – Wunderman Digital, for **Ford/Lincoln/Mercury***

- Team Lead developer for Lincoln.com website – using ASP, HTML, XML, CSS, Javascript, SQL.
- Tools used include Interwoven TeamSite, Dreamweaver, and Fogbugz for full redesign of website.
- Performed up-front requirements gathering, prioritization, and timing estimation.
- Participated in Story Board reviews and Usability Studies prior to final design selection.
- Primary URL responsibilities:
 - <http://www.lincoln.com/>
 - <http://www.mercuryvehicles.com/>
 - <http://www.lincolnmercury.com/>

Interactive Programmer

2001-2003

*Tweddle Litho Company, for **Nissan** and **Ford/Lincoln/Mercury***

- Programming in Macromedia Director (w/ Lingo scripting), and audio/video effects for interactive CD-ROM's produced for new Ford vehicles, including Marauder, Focus, Aviator, and Mountaineer.
- Full life-cycle development of B2C automotive websites to comply with client style requirements.
 - <http://www.nissan-techinfo.com/>
 - <http://www.infiniti-techinfo.com/>
- Design and development of a web-based order forecast system (to act as replacement for EDI transactions ANSI X12 830 and 862) with integration between BMW and Tweddle internal systems.
- Design and development of intranet for processing of mass subscriptions, including data import/export, call logging, transaction processing, online reporting.

EDUCATION

Interwoven Certified TeamSite Developer

May 2008

Chicago, IL

Macomb Community College

1985-1987

Associate of General Studies

Warren, MI

ADDITIONAL PORTFOLIO ITEMS

<http://www.brenz.net/>

Personal website showcasing my portfolio, blog, and providing free web developer tools, code snippets, generators, and resources.

<http://www.rssmall.com/>

Experimental website created to showcase jQuery and provide an easy and free method for users to display RSS feed headlines on any website.