Dellon Stefanus

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Skills Summary

- Creative, multidimensional and results-oriented leader with strategic vision and consistent record of implementing effective solutions required to meet changing market needs within budget and time constraints
- Extensive experience in website analysis, project management and formulating unique strategies to promote web visibility and site usability
- Committed to quality, attention to detail and on-time delivery
- Programming experience: ASP, PHP, CSS, HTML, JavaScript, XML, AJAX, MSSQL, MYSQL
- Web Development, SEO/SEM Tools: Adobe Suite (including Dreamweaver, Illustrator, Photoshop, InDesign, Captivate), WordPress, Drupal, Wix, ClickTracks, WebTrends, Omniture, Google Analytics & Adwords, Microsoft AdCenter

Experience

4/2010 – Current

WEB MARKETING MANAGER
Education Futures Group, Richardson, TX
- Re-launched VistaCollege.edu; worked closely with content owners to improve visitor experience while providing search engine friendly principles to support SEO / PPC; Achieved significant decrease in bounce rate, increased site interaction, propelled leads conversion by 260%
- Managing multiple vendors on strategic SEO efforts and PPC campaigns. Presented findings and execute link building strategies. Attained 25% (60% Organic) traffic increase within 3 months.
- Develop strategies and execution of web/digital marketing initiatives, focused on delivering higher conversion traffic and improving social media communication
- Lead Online School implementations and launch of new online division website, virtual presentations, micro sites and landing pages
- Deployed and manage corporate Intranet on Sharepoint MOSS 2010 across corporate office and 6 remote campuses
- Project lead, trainer on web interaction tools and web portal

1/2008 – 12/2009

APPLICATIONS DEVELOPMENT MANAGER
Walgreens Specialty, Frisco, TX
- Spearheaded web initiatives, internet marketing, web developments and maintenance. SEO and SEM delivered $12m annual online-referred revenue
- Analyzed and reported on all web properties using WebTrends and Google Analytics. Captured top 7 ranking on all focused keywords
- Worked with Web Strategy team leveraging social media to support campaigns
- Achieved 30% increase in operational efficiency leading a team of application engineers to maximize automations and support critical business strategies
- Directly mentored developers and designers in a cross-matrixed environment for multiple simultaneous projects. Assist with improving overall team efficiency and skill sets through training, code reviews and best web practices
- Implemented continuous improvements to customer portal, while maintaining an easy to use, fully automated web property
- Standardized SDLC procedures for IT, QA and PMO departments to achieve zero downtime on core applications and successful releases
- Significantly improved IT image by developing inter-department relationships, creating an immediate impact through the use of proper communication channels, follow-up and timely turn-around times for requests. Lead weekly meetings with head of departments on customer feedbacks, projects prioritization and technology solutions

12/2006 – 1/2008	**SENIOR WEBMASTER**
	McKesson Specialty, Frisco, TX (acquired by Walgreens Specialty)

- Directed and implemented redesign of websites across the organization utilizing user-centric model to improve user experience and exploit OTN's brand recognition while maintaining web visibility through effective redirects
- Lead web enhancement initiatives leveraging Omniture, ClickTracks and customer feedbacks to increase customer satisfaction and drive revenue channels
- Redesigned user interface and delivered product showcase presentation for LynxMobile™, an OTN flagship SaaS application.
- Implemented live chat with customer service department and pharmacists across corporate websites and online campaigns to increase engagement with customers and increase conversion rates
- Developed home-grown Active Directory-driven HelpDesk System to allow for a transparent project management between IT, PMO and Business owners
- Supported other departments by delivering web solutions including contracts management for Finance, employee incentive program for HR, clinic listing for Sales

3/2003 – 12/2006	**SYSTEM ADMINISTRATOR II**
	OTN Specialty Services, Frisco, TX (acquired by McKesson Specialty)

- Enhanced company's website and web applications to improve site usability and increase operations efficiency
- Optimized website cross-browser compatibility and analyzed effectiveness of email campaigns and landing pages using DeepMetrix and ClickTracks
- Published online patient education materials resulted in 70% reduction in dvd prints
- Architected and designed customer-facing web portals for Patients and Physicians
- Created online survey application to capture patient adherence, intervention and outcome
- Administered LAN & WAN infrastructure, including multi-platform Exchange Servers, spam-filtering, security, disaster recovery, help desk support and networking

7/2000 – 2/2003	**WEB MEDIA SPECIALIST**
	ivpcare, inc, Frisco, TX (acquired by OTN)

- Championed and created intranet, e-Learning site and corporate website
- Effectively managed Search Engine Optimization on Overture and Google Adwords on a minimal budget, increasing site traffic by 310% within 3 months
- Lead corporate training sessions and created online learning materials for intranet functions and usability
- Chairman of Intranet Committee managing inter-department collaborations
- Produced collateral communications materials, monthly newsletters, eLearning videos and email-blasts

Achievements	Standard of Excellence WebAward - ivpcare.com 2001 & 2005
	Outstanding Website WebAward - ivpcare.com 2004
	Best Pharmaceuticals Website WebAward - ivpcare.com 2002
Certifications	CIW Associate, CIW Professional Site Designer
Education	B.A., Business Administration, 12/1999, Baylor University, Waco, TX

- Major: Management Information Systems