

Samuel P. Kimmel

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Driven IT professional with over 10 years of e-commerce and web development experience. Proven success at delivering solutions that consistently exceed expectations by understanding both technical and business needs.

Proficiencies

- E-Commerce Planning & Development
- Object-oriented Programming
- Search Engine Optimization
- Search Engine Marketing
- Web Analytics / Reporting & Analysis
- Database Design
- Hardware/Software Deployment
- Task Automation

Technical Knowledge

Languages & Technologies: ASP.net, Web Forms, MVC, C#, VB.net, SQL, HTML, CSS, Bootstrap, JavaScript/jQuery, XML, LINQ, Entity Framework, NHibernate, and some PHP and Java

Databases: Microsoft SQL Server, MySQL, Microsoft Access

Software & Productivity Tools: Visual Studio (2008-2013), IIS, MS SQL Management Studio, MySQL Workbench, Git for Windows, Google Web Analytics, Omniture Analytics, FTP, NUnit, Adobe Photoshop, Microsoft Office, Umbraco CMS, AbleCommerce

Professional Experience

IT Manager & E-commerce Developer

Mar 2008 to Present - Wingra Direct LLC

Give technical direction, streamline and automate internal processes, and improve the e-commerce platform. Drive new web traffic, improve conversion, optimize paid and organic search engine positioning, administer the network and PCs, and manage the phone system.

New Site Launches: Launched 7 e-commerce sites and 4 content sites. This has led to a diversified web portfolio, significant sales growth, and a profitable multi-million dollar business. Sales have increased fivefold in as many years.

E-Commerce Migration: Migrated company web sites to a new e-commerce platform with minimal downtime and interruption. Created new designs, ported customer and catalog data, and implemented business logic customizations.

Business Automation: Automate key business processes allowing the company to operate more profitably by reducing costs and lowering staffing needs. Examples include best way shipping, packing slips, address verification, carrier integration, and development of inventory management system. Sales have quintupled, but efficient operations have only required adding 1.5 new employees in 5 years.

Internet Marketing: Utilize web analytics data and customer feedback to improve positioning for strategic keywords within organic and paid search. Increases in Google quality scores have led to savings in cost per acquisition. Product listing ads have increased conversion and overall paid performance.

Database Design & Application Development: Design and develop several websites using SQL, various ORMs, and ASP.net. Create several small “helper” applications to simplify day-to-day tasks. Develop reports to query across several databases and display aggregated data.

Technology Management: Analyze business technology requirements, purchase, deploy and administer all hardware and software. Negotiate contracts with third party vendors for server co-location, Internet services, and telecommunications. Manage the company’s in-house ShoreTel VOIP phone system.

Webmaster & Online Marketer

Sep 2005 to Mar 2008 – The Wisconsin Cheeseman

Hired to modernize the e-commerce presence and to improve organic search engine results. Role later expanded to running email campaigns and developing websites for the B2B and fundraising divisions.

Platform Migration: Scoped in-house e-commerce platform to replace troubled 3rd party system. Presented cost/benefit analysis to upper management for approval. Customized solution to meet business needs and ported data with no down time. Web sales went from year-over-year losses to 11% growth. Customer service was able to focus on assisting customers with orders instead of troubleshooting website issues.

SEO: Implemented search engine optimization techniques to improve position in Google and MSN indexes. Resulted in first page placement for several strategic keywords and vastly improved organic traffic.

E-mail Marketing: De-duped and segmented email lists from multiple data sources. Designed creative and set up delivery with hosted email provider.

Internet Developer

Aug 2004 to Aug 2005 – Duluth Trading Company

Performed all web development for this large multi-channel merchant. Worked closely with Ecommerce Director and Creative staff to coordinate and complete projects such as: CGI to ASP/COM+ conversion, QAS address verification, affiliate program implementation, email list management, and web design improvements. Also assisted IT with PC and Mac workstation support.

Information Processing Consultant & Technical Support

May 2001 to April 2004 – UW Learning Innovations

Part of team tasked with porting University-level courses to web-based courseware. Helped create formal conversion procedures to guide teammates. Gained Section 508 Web Accessibility Certification and cross-trained the team. Upon project completion was hired full-time to provide technical support services for the courses. Served on cross-campus technical advisory committee.

Education

- University of Wisconsin – Madison, Bachelor of Science in Computer Science (2001)
- Internet Retailer Conference and Exhibition Attendee (2010/2012)
- Search Engine Strategies Conference Attendee (2006)