

Alexander P. Mann

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<http://www.alexandermannphotography.com>

EDUCATION

UNIVERSITY OF HARTFORD, Barney School Of Business, Hartford, CT

Degree Awarded:	B.S. in Business Administration	2006-2010
Concentration in:	Entrepreneurial Studies, Marketing	
Recognition for:	Bangalore Case Study Telecom- Presentation Skills	12/2008
	Barney's Business Plan Competition- Marketing Strategy	05/2010

SKILLS

Business Analyst (Google Analytics, Google Adwords and WordStream), IT Analyst (Meta tags, HTML, CSS, SEO, Social Media, Wordpress, blogs), Project Management Software/CRMs (Atlassian - JIRA/Hipchat, Teamwork, Wrike, Salesforce, Umbraco. G Suites, MicroSoft Office Suites, Faststone Capture), Photography/Design (Nikon/Nikkor, Sony, ROES, iStock, Adobe Suites/CC, Sublime), eCommerce (AmeriCommerce, Smugmug, Zazzle), Android/iOS/Microsoft OS/Apple OS product knowledge, Time Management/Billing (Harvest)

CLEARANCES

PIV Card - Federal Access DoD ID Card

PROFESSIONAL EXPERIENCE

WEB PARTNERS, Columbia, MD

August 2017- November 2017

Web Project Manager

- Creating web projects from the ground up utilizing project management software such as Wrike, Teamwork and Google Suites and being the backbone of every project.
- Advocating successful completion of all web projects presented to clients through clear communication with all parties and meeting deliverable dates.
- Provide transparent timelines for clients using various phases; discovery, emulation, design, development and review before launch within a 30-90 day completion schedule.
- Understand client needs through building a timeline in Teamwork that goes through: A discovery phase of finding out client needs for a new website. Emulation of what they would like their site to be and how to function. Design concepts and work with client to find their niche. Develop the code with our freelancers. Implement the code through hard coding in CURIS (Umbraco CRM). Implement QA to ensure all links are working, site is clean, functions appropriately, alt and meta-tags are in place and SEO score reaches high 90s to meet core KPIs. Get Client Approval and then launch.
- Track site's progression using Wordstream (Google Adwords software manager), Google Analytics and H tags to provide Organic results and PPC results on page 1 of Google, Bing, and other Search engines
- Evangelize client sites via Reputation and social media management through parsing software enabling us to see bad reviews posted on client sites and act accordingly.
- Locking down client Social Media sites to be HIPPA compliant through removing the ability to message the practice, post content or comment on posts to ensure they stay above the curve.
- Meet client needs through analyzing their business needs and building the right strategy for them on a case-to-case basis taking in budget management.
- Help Clients budget through retainer program as well as track billing through software such as Harvest, Teamwork and Wrike.

DEALERON, Derwood, MD

April 2016- August 2017

Senior Client Support Specialist – Technical Support II

- Directly reported to the Vice President of Client Support to ensure a 95% retention rate from clients trying to cancel by understanding how to better manage their needs and assist with changes needed for our staff while acquiring the title of the 'make it go away' Mann.
- Utilized internal and external tools for specific CRM and Atlassian software such as JIRA/Hipchat, and other commerce tools like Sugar, and Salesforce and third party integrations that enhanced the company's ability to strengthen client relationships and provide quick turnaround tickets.

- Managed 300+ clients using agile ticket creation to provide feedback on current projects and HTML/CSS coding for quick fixes, design application and third party integrations.
- Consulted clients on best website practices using Google Analytics data and page speed optimization to evaluate and build sites that ranked in the top 3 spots on Google, organically, within 5 of their closest cities
- Implemented Geofencing on client sites to ensure proper audiences were being targeted for regions
- Followed compliance regulations to the T for Toyota, VW, MB, BMW, etc in regards to client sites and all content provided..
- Trained over 70% of client support staff on how to manage client expectations, de-escalation training, utilize the DealerOn's CRM and coding basics 101 for HTML/CSS and JIRA platforms when training was no longer provided by the company for new hires.
- Developed company resources through Atlassian products (DKBs), Google Suites and Join.me software for implementation on team segmented projects and FCA On-boarding.

MOSAIC, Seven Corners, VA

October 2013- April 2016

Team Leader, and Training Specialist

- Oversaw daily and event activities regarding POP displays, merchandising and promotional events for Samsung, Best Buy and Mohawk/THD flooring; as well as the training of new associates.
- Ordered new displays and products when supplies were low and ensure displays were kept in a presentable fashion.
- Worked closely with all managers within the THD to provide feedback on employee progression with the program, advocate for employees excelling, raise concerns and roadblocks the program foresaw and ensure proper scheduling of staff was met when setting up demos.
- Maintained 99.9% customer ratings, and managed over 500 client products in a \$100 million flagship store.

UNNO RESEARCH & TRAVEL ASSISTANCE, North Potomac, MD June 2006- August 2014

Operations and Field Research Analyst

- Developed long-term relationships between Japanese professionals and students, including ministry of defense, law enforcement, teachers, researchers, reporters, physicians, and nursing students from Tokyo's Jikei University.
- Assisted in completion of Japanese-language Washington, DC Travel Guide (Chikyuu no Arukikata) by surveying/photographing popular locations and resorts in the DC metropolitan area.
- Led project for Japanese Government by organizing information and research materials gained from conducting research at the Library of Congress to be translated into Japanese then submitted for exhibition.

OTHER EXPERIENCE

FREELANCE PHOTOGRAPHER

June 2005- Present

Owner and lead photographer of Alexander Mann photography studio.
 Specializing in Sports photography, as well as landscape and nature shots.
 Published works in Sakura Magazine.
 Gained 400k views on G+ in less than 2 years

LANGUAGES

Native Proficiency: English
 Basic Proficiency: Japanese
 Basic Conversational: Mandarin, Korean

INTERESTS Leveling up my Photography, Painting using Acrylics, Creative Design, Teaching English and Business Principles, Increasing my Knowledge of Coding, and Forever Learning.