

Donald Filer

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CAREER SUMMARY

Seasoned management professional in the high technology industry with unique creative and technical skills. Project manager and business lead on a Fortune 500 Stellent content management system. Successfully managed sales, marketing, and customer support personnel continually increasing revenue and results.

PROFESSIONAL EXPERIENCE

Impact Marketing, Santa Rosa, CA 2003 - Present
Consultant, Author, Project Manager
Providing web design and content management solutions focusing on responsive web design.

Agilent Technologies (HP), Santa Rosa, CA 1995 – 2003
Content Management IT Specialist
Contributed key elements to Agilent's product development and lifecycle management effort as the business lead on a global productivity team. Successfully developed, integrated, supported and maintained a Stellent content management system across enterprise wide R&D and Marketing teams.

Kept document content relevant as the organization moved through change management and meta data changed. Programmed context sensitive web structure, search capability, and online WebEx training. Communicated to stakeholders and project teams by producing and managing a product generation excellence website. Informed management teams by providing monthly website performance metrics and analysis including site volume, traffic, and trends.

Impact Marketing, Santa Rosa, CA 1989 - 1995
Consultant
Helped client software firms Digital Tools, Kidasa Software, Digital Marketing and Ajida Technologies build and manage sales and marketing departments. Developed award-winning newsletters, brochures, and technical documentation for Food-4-Less, May Financial, and La Tortilla Factory. Managed PR campaigns and designed trade show facilities. Helped clients introduce new products and new product categories both regionally and on a national level.

Computer Aided Management, Petaluma, CA 1988 – 1989
Director of Marketing
Created a comprehensive strategic marketing program that resulted in winning PC Magazine Editor's Choice - twice. Upgraded collateral materials and tradeshow booth which increased the distribution and sales of ViewPoint, a PC project management software product.

Independent Business Systems Livermore, CA 1986 – 1988
Vice President Sales and Marketing
Sold multi-user computers to dealers world-wide. Managed advertising, marketing, sales, and the procurement of computer components and subassemblies for manufacturing sophisticated multi-user computers. Stream-lined product line resulting in the same number of system configurations with fewer internal parts, saving thousands in inventory costs.

Viasyn (CompuPro), Hayward, CA 1985 – 1986
Regional Sales Manager
Responsible for outside sales in 9 western states including northern California, Nevada, Colorado, Montana, Idaho, Oregon, and Washington. Expanded sales in the northwest region by 30% and championed a new PC networking product, expanding distribution channels.

E D U C A T I O N

California State University, Chico, CA
Postgraduate Coursework: Programming and Algorithms II,
Algorithms and Data Structures in C++

San Francisco State University, San Francisco, CA
B.A. Business Administration

Diablo Valley College Pleasant Hill, CA
A.A.

R E L E V A N T C O M P A N Y S P O N S O R E D C O U R S E S

Individual and Team Effectiveness, Rapid Team Formation, Managing Distributed Project Teams, Leadership in a Technical World, Building Consensus	Facilitating, Mediating, Listening and Leading, Microsoft Windows NT 4.0 Advanced Networking and Internet Management, Microsoft's Windows NT	Server Installation, Administration & Optimization, Project Management Fundamentals
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T E C H N O L O G Y

PHP, MySQL, C++, HTML, CSS, JavaScript

A P P L I C A T I O N P R O F I C I E N C Y

Adobe Dreamweaver, Flash, Coldfusion, Fireworks, Photoshop, Microsoft Office, Access, Word, Excel, Visio and PowerPoint proficient.