

ANDREW S. STEINMETZ

San Francisco, CA

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SUMMARY OF QUALIFICATIONS

An organized and creative team player qualified by a background in product management, front-end web development, client service, and graphic design experience. Key strengths include strong verbal and written communication skills, training and consulting, and project coordination. Also possess a thorough knowledge of traditional and digital photography with first-hand expertise in their respective forms of output.

PROFESSIONAL EXPERIENCE

Trust Benefit Technologies (formerly TrustBenefits Online), Emeryville, CA **2002 - 2010**
Service provider of software solutions developed for trust funds, trust participants, and related employer groups.

Content Manager, All Clients (2006 - 2010)

- Organized and developed content for placement on client website through an in-house content management system.
- Developed and maintained custom website XHTML & CSS templates inside a large MVC.
- Designed and created custom graphics & logos for clients using Photoshop, Illustrator and Fireworks.
- Created and maintained customized client forms for participant end-users using InDesign and Acrobat.

Client Services, All Clients (2002 - 2006)

- Created marketing collateral, including posters, banners, and postcards for industry trade shows using Adobe Photoshop, InDesign & Illustrator.
- Met with fund participants at benefit conferences offering guidance and understanding of the online product.
- Delivered monthly time critical digital usage reports based on datasets from WebTrends and direct client/participant contact.
- Established standardized service guidelines ensuring a consistently high level of quality customer service.

Military.com, San Francisco, CA **2000 - 2001**
Web portal exclusively designed for the military audience dedicated to community building, and assisting veterans, spouses and their dependents.

Product Manager, Careers Channel (2001)

- Designed online end user Registration Process for Education Channel for lead-based revenue generation.
- Created product requirement documents outlining framework for product design, targeted audience, product maintenance requirements and potential avenues of revenue generation.
- Oversaw production of email based marketing newsletters for each channel, providing another revenue stream.
- Liaison between Hire.com, the Job Finder ASP developer, and Military.com to insure seamless, effective communications between companies.
- Developed and delivered content for partner sponsorships throughout the Careers Channel.
- Managed sales initiatives for ad sales, partnerships and revenue sharing within Education and Spouses sub-channel topics.

Associate Product Manager (Military.com), Careers Channel (2000)

- Built, launched and maintained Careers and Travel Channel and their existing Sub-channels.
- Selected to design and create complete “look and feel” of Careers and Travel Channels including selection of graphics, HTML creation, and tone of information delivered.
- Integrated and maintained integrity of content for various product channels.

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NBCi.com, San Francisco, CA

1999 - 2000

Web portal targeting twenty-to-thirty-something web savvy end users.

Associate Product Manager, Special Projects Team (2000)

- Served as primary point of contact for several areas of content including Snap Calendar, eCards, Chat and other personalization applications.
- Identified new areas of content to build out for increased Ad Sales inventory.
- Trained new hires on usage of internal tools.
- Maintained open dialog with strategic relations group and SRG to ensure quick and accurate development of partner products on NBCi site.
- Tracked and recorded end user usage of Partner Products for billing and usage statistics.
- Directed Product Development Specialists in identifying and researching appropriate topic-related links for channel development.
- Programmed new content daily on Snap Front Door (FD) to drive traffic deeper into site.
- Worked with Marketing Dept. to surface promotions, site and partner content on the Snap FD.
- Developed a complete tracking method of overall end user usage of Snap FD.

Product Development Specialist, Special Projects Team (1999 – 2000)

- Built content pages as directed by Associates and Product Managers.
- Wrote editorial descriptions for site inclusion on Snap content pages.
- Maintained Kid's & Family, Living, Sweepstakes, and other content pages daily.
- Researched content for various client sponsored site development.
- Gathered statistical data of end user click-thru and site/content usage.
- Designed and created graphics for use in content pages with Photoshop and Illustrator.

Aspen Graphics, San Francisco, CA

1997 - 1999

Studio/Production Design Associate

- Maintained internal network up time for Macintosh end users in a high volume production environment.
- Provided one-on-one consultation service to clients to complete customer satisfaction and quality assurance.
- Maintained, coordinated and scheduled print production projects for large clients such as Levi's, Ketchum PR, and Foote, Cone & Belding.
- Assisted in Macintosh systems upgrades, hardware and software installation, upgrades, testing and general network maintenance.
- Developed and designed new point of purchase (POP) display campaign for Levi Strauss Original Spin Jeans launched in West Coast U.S. major department stores.
- Built out personalized design and layout advertisements for corporate client product launches.

TECHNICAL SKILLS

Front-End Development - XHTML, CSS, JavaScript, PHP, XML, XSLT

Databases - XML, MySQL

Operating Systems - Windows 2000, NT, 7, LINUX, Mac OS 10

IDEs - Eclipse, Adobe Dreamweaver CS5

Design Software - Fireworks, Flash, Illustrator, Photoshop, InDesign

Technical Documentation - Adobe Acrobat, Visio 2000