Marcello Jaspan

Wednesday, March 06, 2013

Thank you very much for bringing me into this amazing opportunity with Cyber Kiosk Solutions, Inc. (CYBK)

Here is a quick list of some of my accomplishments with my latest employer, LifeExtension:

1. Increased annual ecommerce profits by 1,000% within the first three years
2. Created Social Media and Web Marketing programs that exceed $20 Million per year in revenue
3. Improved Affiliate Marketing sales by more than 150% year over year, for the past 4 years
4. Raised shopping cart completion rate from 35% to 98%
5. Migrated company from antiquated legacy systems into state of the art Enterprise Systems
6. Zero department attrition rate in over 10 years
7. Last, but not least, according to Consumer Labs (the top independent Consumer Research Company in the health and nutrition industry) LifeExtension was the #1 Rated Catalogue/Internet Supplement website in 2012 based on consumer satisfaction

I look forward to working with you,

Marcello

MARCELLO JASPAN

PROFILE

Expert technology executive specializing in launching new technologies, overhauling IT

infrastructures and generating multi-million dollars in revenue growths for my employers.

QUALIFICATIONS AND SKILLS:

- 15+ years of experience working with large enterprise environments
- Hands on knowledge of web design and development, online video, social media, search engine optimization (SEO) and search engine marketing (SEM), online advertising, rich Internet applications, mobile, email marketing, analytics
- IT Infrastructures, Enterprise Architecture, Acquisitions, Regulatory Compliance, International and Cutting-Edge Technologies, VOIP, Business Continuity, Systems Integration, Due Diligence, Patents
- Success leading complex teams working on high-stake initiatives
- Experience working within complex corporate cultures
- Passion and vision for the web including successes in leading-edge online initiatives
- Track record of digesting data and deriving insights that lead to actionable recommendations
- Strong written, oral communication, presentation skills
- Ability to balance analytical and creative thinking
- Organizational skills and ability to manage multiple projects simultaneously

WORK EXPERIENCE

CTO / WEB ARCHITECT

November 2002 – present, Life Extension | Fort Lauderdale, FL, Healthcare Services

At LifeExtension, I am responsible for all aspects of the web business. This includes managing an annual budget of $2.5 Million, with an employee count of 18 people, ranging from internal and external IT specialists to creative and literary individuals.

AS CTO:

- Provided the strategy, vision, direction and support for all IT functions.
- Analysis of the successes and failures over time ensuring day-to-day operations went smoothly.
- Sought out Business Development opportunities and partnerships.
- Spearheaded new web marketing campaigns, including promotional e-mail, newsletters, loyalty programs, social media and other direct customer acquisition and retention programs.
- Responsible for creating and assuring that all administrative procedures including but not limited to budgeting and HR functions.

AS WEB ARCHITECT:

- Converted all legacy systems into Enterprise n-tier Microsoft solutions consisting of MCMS 2002, SharePoint 2003-07-10, MSSQL 2000-08 and Windows 2000-08 (including VM Hosts environment).
- Designed, developed and supported all extranet and intranet websites/portals including custom Content Management, Enterprise Search, Web Marketing, and Shopping Cart systems.
- Setup disaster recovery (DR) and back-up cloud systems in preparation for hurricane season or media appearances.

CTO / LEAD DEVELOPER / DBA

October 2000 - November 2002, ePowerSports.com | Delray Beach, Automotive and Parts

AS CTO:

- Actively contributed to MIS strategy, organizational improvement, and departmental objectives.

- Responsible for assuring that all administrative procedures (financials including budget, HR, and Operational) are followed.

- Overseeing staff development plans and establishing career development programs for all team members.

- Assuring projects are managed effectively from a planning, integration, and implementation standpoint.

- Responsible for project budget development and execution in terms of accuracy, completeness, and meeting spending targets.

- Establishing appropriate support/maintenance programs for assigned Business Systems in conjunction with Business and MIS service objectives.

AS LEAD DEVELOPER AND DBA:

- Converted company from MACS/Ecometry Legacy system into MS SQL 2000 + ASP/VB.

- Converted all the web applications from Cold Fusion/ASP to ASP.NET.

- Designed, developed, upgraded and supported all Extranet/Intranet websites.

- Developed ecommerce promotional e-mail, newsletter, loyalty and other direct customer acquisition/retention programs.

- Implemented ASP.NET and ADO.NET n-tier solution, testing and deployment.

WEB DIRECTOR / LEAD PROGRAMMER

February 2000 - September 2000, Facilito.com, Inc. | Miami, Computer Hardware

Short-lived due to changes in the economy and the crash of the stock market.

- Daily duties encompassed everything related to managing a start-up operation.
- Developed an entire dynamic multi-lingual/multi-country, database driven E-commerce solution and Intranet Management Site called Facilito.com.
- Implemented the entire website using Cold Fusion and Oracle.
- Ibest.com.mx awarded Facilito.com for being one of the four best web sites in Latin America, according to its usability and functionality.

UI SPECIALIST AND DEVELOPER (CONSULTANT)

February 1999 - February 2000, OfficeDepot.com | Delray Beach, FL, Retail

- Improved Office Depot's E-commerce Web Site Portal - officedepot.com.
- Updated, optimized and re-designed Office Depot's Intranet site.
- Responsible for a complete Web Site redesign and integration of acquired European catalog giant, Viking-Direct - vikingdirect.com.
- Developed and deployed the new Viking-Direct web sites for other countries in Europe using Office Depot's E-commerce Technology. Example: UK, Germany, France, Italy, Japan, Australia, USA.
- Established rapport with new clients and mentored new employees.

WEBMASTER (WEB DESIGNER, DEVELOPER, DBA, PROJECT LEAD)

January 1994 - January 1999, Consultant | Aventura, Internet Services

• Provided IT solutions to medium size and startup businesses. This task required detailed knowledge of application development, Internet technology, sales, advertising, marketing, accounting, budgeting, customer relation, and public relations.

EDUCATION

MASTER'S DEGREE, IN MEDICAL STUDIES
January 1991 - December 1993, S.M.U. | Rio de Janeiro, Brazil, Unfinished due to move to the USA - GPA 4.0

BACHELOR'S DEGREE, IN PSYCHOLOGY WITH MINOR IN COMPUTER SCIENCE
January 1996 - January 1997, FIU | Miami Beach, FL, (expedited by the transfer of credits from medical school - GPA 4.0

ASSOCIATE DEGREE, DIGITAL COMMUNICATIONS AND MULTIMEDIA, COMPUTER & INFORMATION SCIENCES
May 1994 - January 1996, BCC | Hollywood, FL, GPA 4.0

CERTIFICATION

PROJECT MANAGEMENT - PMP® - DECEMBER 2010 - EXECUTRAIN
Attained all pre-requisites and classes. Pending final exam.

LANGUAGES
English, Portuguese, Hebrew and Spanish