

Bradley M. Smith

Career Objective:

Secure a career within the information technology and software industry that will utilize my dedicated hard work, problem solving skills, quality performance, and contributions to the success of the organization and help grow as an individual to increase efficiency.

Professional Summary:

Seasoned professional who has worked within the software industry for six years and has over seven years of managerial experience. Practical experience in and a solid understanding of a diverse range of business development applications which includes market analysis, marketing and sales, e-commerce, Web site usability, team building, quality control and conceptualization.

Areas of Expertise:

- Product development
- Usability testing and implementation
- Strategic planning
- Support/Relationship building
- Employee Management
- Web site usability and design

Professional Experience:

Office of University Outreach and Engagement, East Lansing, MI

2006-2006

University Outreach and Engagement serves as a tool to connecting diverse audiences with teaching, research and service. They work towards the direct benefit of external audiences and qualitatively adapt those benefits with Michigan State University mission statements.

Information Technology Professional – Information Architect

2006-2006

Perform conceptual design and architecture for partner Web sites.

- Develop CSS code for multiple browsing environments
- Develop conceptual designs and architecture for partner Web sites using flowcharts, visual mockups and text modules
- Perform Web site usability testing, error checking and code validation

Agate Software, Inc., Lansing, MI

2006-2006

Agate Software is a Web-development company specializing in customizable applications that increase integration, efficiency, and interactivity.

Quality Assurance Tester

2006-2006

Developed narrative forms, PDFs, rules and error checking for State grant projects within a grant management system.

- Developed and tested modules within a proprietary system for Grant Management software.
- Designed and developed forms for Grant Management system
- Developed PDFs from associated forms
- Developed test scripts for individual processes
- Tested and reviewed Business rules for each application
- Incorporated fixes for forms and PDFs
- Implemented content PDFs using MySQL

Tucows.com, Inc., Flint, MI

2000-2006

Tucows.com, Inc. offers domain name registration, billing services and content distribution worldwide. Headquartered in Toronto, Tucows is a world leader in providing services to businesses and end users since 1992.

Site Director

2001-2006

Managed and determined policy for up to seven software reviewers in a content distribution department.

- Maintained and designed the Author Resource Center (<http://author.tucows.com>) of over 18,000 developer accounts that equated to \$2,000,000 in revenue per year within the first year.
- Customized cost-per-click and marketing campaigns to maximize return on investments for clients.
- Worked to design and implement usability testing results of all new products.
- Developed Author Resource Center processes and improved implementation monthly.
- Developed and maintained Web designs to streamline usability and fix bottlenecked traffic by 30%.
- Managed up to six software reviewers, created procedures and controlled guidelines for accountability.
- Identified potential business partners and negotiated agreements.

- Directed, established, maintained, and planned the overall policies and goals for Tucows content business and product development division therein.
- Created and maintained the Tucows Ratings Guide and In Depth review guide for software maintenance. Reviewed over 40,000 software applications and have spoken at software industry conference panels on usability, testing, and reviewing to make Tucows.com the official source for software ratings and reviews.
- Performed first-class software submission reviews, in depth software strategy reviews, and revenue potential software reviews that equated to 10% of the Author Resource Center total revenue.
- Increased efficiency of the proprietary publishing system by working out bugs and streamlining tools to increase production.
- Used cost-per-click campaigns, prime exposure spots, and affiliate revenue shares to generate traffic and revenue.
- Monitored all site content for seven sub-sites underneath the Tucows.com domain. Maintained a library of up to 40,000 software titles on a daily basis. Performed error and bug tracking to induce potential bottlenecks in the system.
- Provided technical support, bug tracking, and RMS tracking.
- Maintained a relationship with AOL Time Warner supplying content and distribution for their software library.
- Performed software and hardware maintenance and repair for up to 14 employees.
- Wrote editorial copy and reviews for 20,000 software applications.

Senior Reviewer

2000-2001

Performed software usability testing for thousands of developers.

- Cleaned and maintained Author Resource Center queue to speed up software reviews by 30%.
- Created and maintained the Tucows Rating Guide and In Depth review guide for software on a daily basis to streamline software reviews according to industry standard.
- Reviewed up to sixty first-class and regular software submissions daily.
- Maintained site content of 40,000 software titles. Fixed bugs and listing errors.
- Maintained two affiliate programs to generate revenue based on sales and prime exposure on the Tucows.com domain.
- Screened updated software content for accuracy and marketing effectiveness.
- Monitored and edited premiere exposure slots in the main traffic areas of the Tucows.com domain.

ARFPC.com, Flint, MI

2004-2005

Associated Radiologists of Flint, P.C. is a dedicated group of radiologists that has been providing a comprehensive range of advanced medical imaging services since 1972.

Webmaster

2004-2005

Performed Web site design and determined information architecture for a local Radiologist office.

- Designed and coded Web site to completion.
- Created easy-to-use templates for future implementation to the Web site.
- Performed changes to content including new additions, updates and procedure changes.

Computer/Office Skills:

- **Office Suites:** Microsoft Office -- Microsoft Excel, Microsoft Word, Microsoft Power Point, Microsoft Access, OpenOffice.Org, and a working knowledge of SQL database
- **Web Design:** Adobe Acrobat, Adobe Photoshop 6.0 or higher , Macromedia Dreamweaver, CSS, HTML
- **Operating Systems:** Windows 95/98/NT/2000/Me/XP/2003, Red Hat Linux, Macintosh OSX/Classic
- **IT Management:** Experienced in Computer Hardware Management, Software Management, IT Technical Support, Bug Tracking, and RMS tracking.

Education:

1996-99
1996

Baker College of Flint
Diploma, Mt. Morris High School