

ROBERT J. GERLACH II

5850 Darlington Road, #1, Pittsburgh, PA 15217
Home: 814.558.4449 E-Mail: rob_gerlach@yahoo.com
Website: www.robertgerlach.com

WEB DESIGN AND MANAGEMENT – CORPORATE ENVIRONMENTS

Custom Web Development – Complex Project Management – In House Design / Development

Senior-level web designer and programmer analyst with a record of success managing, developing, and designing corporate websites and Intranets utilizing the latest web technologies and standards to impact five million users. Highly organized, smart, and a natural leader skilled working with cross-functional business units to identify issues and design and develop solutions. Adept managing web-related projects/tasks, prioritizing and delegating workload, analyzing web statistics, and advising internal business units.

VALUE OFFERED

- Web Management
 - Intranet Development
 - Change Management
 - Mergers / Acquisitions
 - Project Management / Implementation
 - Search Engine Optimization (SEO)
 - Website Analytics Reporting
 - UAT/ Software / Hardware Testing
 - Continuous Improvement
 - Site Maintenance
 - Project Strategy Design
 - SOX Compliance
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PROFESSIONAL EXPERIENCE

THERMO FISHER SCIENTIFIC, PITTSBURGH, PA (fishersci.com)

June 2008 to Present

Web Information Architect – Enterprise eBusiness (Customer Channels Group)

Develop Information Architecture and conduct UAT for \$1B e-commerce FisherSci.com website. Produce use specifications, use cases, wire frames and technical document templates for Corporate IT/Marketing.

AMERICAN EAGLE OUTFITTERS (AE), PITTSBURGH, PA (ae.com)

April 2008 to May 2008

IT Technical Consultant/Business Analyst – IT/Corporate Web Development

Performed IT Business Analysis duties and determined scope and project implementation for new e-commerce 77 Kids website and produced use cases, DFDs and technical document templates for Corporate IT/Marketing.

ARMSTRONG GROUP OF COMPANIES (AGOC), Butler, PA (agoc.com)

January to March 2008

Technical Consultant - Corporate Web Development

Developed/performed regular maintenance and updates to AGOC web sites and support portals utilizing ASP.net and HTML in an advisory role (JH Technical) to this cable company. Reported new developments in web technology to IT and Engineering Departments. Worked with .Net platform and C# programming.

TIME WARNER CABLE/ADELPHIA COMMUNICATIONS (timewarnercable.com), Coudersport, PA

2000 to 2007

Project Manager / Lead Programmer Analyst

Hired by Adelphia Communications in 2000 as a Web Design Specialist to bring in-house all outsourced web publications and regain control of proprietary code for financial and efficiency reasons. Worked closely with external consultant during transition and website set up.

Quickly assumed full responsibility for managing company website; used Cold Fusion, supporting the design and development in a dynamic mark up language. By removing external player, enabled Adelphia's separate business units – Marketing, Corporate Communications, Customer Care and Support (SAQs), Legal, Investor Relations, and Finance – to make modifications directly in-house, a more efficient process. Interacted directly with C-level leaders, Board members,

and all levels of the company, including Engineering and IT, on day-to-day website issues. Also worked in a website management capacity for Adelphia Business Solutions from 2000 to 2002 (sold to Telcove in 2003), assisting in the migration from Adelphia Business Solutions to Telcove Business Solutions.

- **Grew the Web Development office from the ground up to a staff of 14** programmers and designers, including five direct reports.
- **Improved website, specifically customer needs, online billing based on zip code, and product sales** and services menu. Supported, at peak, 50 million hits per month, from 8 million in 2000.
- **Recognized for “knowledge of jargon”** and ability to work directly with Engineering and IT on all projects.
- **Worked directly with HBO, Cinemax, Showtime, and Disney**, and advertising agency Olgivy & Mather on migration issues and imagery content, ensuring compatibility during market promotions.
- **Directed weekly Internet status meetings** involving inner-departmental management to determine action items and new product development.
- **Worked with the Buffalo Sabres web development team** (2000 to 2002), enhancing design and ensuring compliance with NHL website guidelines.

Adelphia was acquired by Time Warner Cable (80%) and Comcast (20%) in 2006. Played an instrumental role in providing online documentation for the legal actions leading up to the acquisition (due diligence, live webcasts of quarterly announcements), as well as in the migration of information following the acquisition. Hired as a Lead Programmer Analyst by Time Warner Cable due to in-depth knowledge of Adelphia’s “footprint.”

- **Migrated 5.3 million customers from 32 states from Adelphia (adelphia.com) to Time Warner** systems (timewarnercable.com). This included billing systems, zip codes, emails, and profiling data, enabling customer stability during change.
- **Researched and reported on new developments** and trends in web technology.
- **Worked closely with corporate Technology Services Group, Customer Care, and Information Systems** to ensure timely implementation of electronic communications resources and production server backup; provided guidance in the investment of technological tools and resources.
- **Analyzed web trafficking software** to produce Time Warner Cable's Internet/Intranet site reports - including research and compilation of content and development of technical requirements for various company departments. Complied with Sarbanes-Oxley standards.

DECISION DATA / NLYNX SYSTEMS, INC. (decisiondata.com), Austin, TX 1999 to 2000

Technical Writer / Web Designer

RINGDALE, INC. (ringdale.com), Austin, TX 1998 to 1999

US Marketing Coordinator

FUSA CAPITAL CORPORATION/BANK ONE, Austin, Texas 1995 to 1997

Communications Specialist

TECHNICAL EXPERTISE

Programming Languages: CFML; HTML; DHTML; XML; JavaScript; CSS

Development Tools: Axure RP Pro, Macromedia Dreamweaver MX; Cold Fusion Studio; Visio; WinZip; Acrobat

Applications: FTP; SSH

Multimedia: Macromedia Studio (Flash, Shockwave); Adobe Photoshop / Adobe Illustrator; GIF Animator; SWISH

EDUCATION AND AWARDS

SLIPPERY ROCK UNIVERSITY, Slippery Rock, PA

B.A., Communications, College of Business Administration/Information Systems, 1995

Management Training; Successful Supervisor Certification, Adelphia University, Coudersport, PA 2003

Outstanding Work Performance Merit Bonus: Time Warner (2007, 2008)/Adelphia (2003, 2004, 2005, 2006)/ Ringdale, Inc. (1999); Received 1st place for Editorial Cartoons in National Competition (Society for Collegiate Journalists, 1995); Issued Copyright for "The Life of Bobbin" comic strip (Library of Congress, 1994/1995).