

# Troy Peterson(.com)

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Web Operations Manager responsible for leading a geographically disbursed team of web content and technical producers handling the day-to-day operations of over 60 web sites and hundreds of email newsletters.

## Professional Experience

### **Questex Media Group, Inc. [May 2005 - Present]**

#### **Web Operations Manager**

Questex Media is an international B2B publishing company that serves multiple markets in the Technology, Industrial, Entertainment, and Travel industries. Example Sites: [www.travelagentcentral.com](http://www.travelagentcentral.com), [www.hotelworldnetwork.com](http://www.hotelworldnetwork.com), [www.homemediamagazine.com](http://www.homemediamagazine.com)

#### **Service and Highlights**

- Led a team of 6 Geographically disbursed Producers managing the content and training of over 60 publishing web sites and 100+ email newsletters.
- Campaigned for and implemented the company's first enterprise level analytics software.
- Lead Project Manager on the CMS selection and implementation project.
- Selected to be part of a Google publisher case study highlighting our implementation and strategy behind Google AdSense. [https://www.google.com/adsense/static/en\\_US/Gpsworld.html](https://www.google.com/adsense/static/en_US/Gpsworld.html)
- Developed an integrated application or "widget" system to distribute information and brand awareness across multiple 3rd party sites.
- Managed the relationship of 2 international outsource partners in India and Hong Kong.
- Provided design, training, and support of CAN-SPAM compliant HTML newsletters across Questex's various brands and publications.
- Provided technical assistance and guidance to team members in HTML, CSS, PHP, Javascript, and XML coding.

### **Advanstar Communications [September 2004 - May 2005]**

#### **Web Production Manager**

Advanstar Communications Inc. is a leading worldwide media company providing integrated marketing solutions for the Fashion, Life Sciences and Power sports industries.

#### **Service and Highlights**

- Responsible for the day-to-day operations of multiple sites
- Handled the trafficking, reporting, and billing of online advertising by means of the Atlas Ad Management system.
- Created and Deployed multiple daily, weekly, and monthly HTML eNewsletters.
- Technical support and primary post-sale contact for advertisers, partners and vendors.

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## Personal Projects

### **Addoursearch.com [June 2008 - Present]**

**Owner / Developer / Designer**

Addoursearch.com was launched in June 2008 as a side project and technology test bed to experiment with new web technologies and marketing concepts.

#### **Site Highlights:**

- First of it's kind web service to deliver OpenSearch compliant browser search plug ins, in a non-technical, easy to use form.
- Over 3 Million widgets served since site launch
- Achieved Google a Google Page Rank of 4/10 within the first 3 months of launch.
- The affiliated blog located at <http://thelist.addoursearch.com> was chosen picked to be part of Guy Kawasaki's Alltop.com in the SEO Category.

### **MamaGets.com [April 2005 - Present]**

**Owner / Developer / Designer**

MamaGets.com is an affiliate site of Shopping.com and is a product search and comparison engine. The site provides visitors with a side-by-side cost comparisons from multiple retailers including shipping and tax rates.

#### **Site Highlights:**

- Developed to experiment with Web Services (API) integrations in a real time environment.
- Interface and design was move to a standards compliant CSS based design in 2006 to improve performance and SEO.

## Technical Skills

### **Software Applications and Platforms**

Adobe Dreamweaver 8, Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3, Jira Issue tracking and Project Management Software, Confluence Wiki, Wordpress Blogging Software, Drupal CMS software, vBulletin Forum Software, Lyris ListManager, Atlas Ad Manager, Google Analytics, Google Ad Manager, Google Docs, Microsoft: Office, Excel, Outlook, Entourage, Campaign Monitor Email Marketing Service

### **Programming / Development Experience**

HTML, Javascript, PHP, MySQL, CSS, CMS (Drupal, Mambo, Custom), Analytics Integration and Reporting, HTML newsletter, Yahoo! Desktop Widget Language, XML, Amazon Web Services (formerly ECS), AJAX, jQuery

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## Education and Training

**University of Minnesota - Duluth 1999-2004**

BFA in Graphic Design

**Lake Superior College 1996-1998**

A.A.S Architectural Design

**Hermantown High School Class of 1996**

High School Diploma

\*References available upon request.