Christopher Styles

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Key Qualifications

An experienced product and project manager of technical products and channels with expertise in marketing-communications, content management, and project management; with demonstrated success in implementing multi-channel interactive consumer marketing programs for the financial, legal and education markets.

Areas of Expertise

Project / Program Management	Database Marketing	Information Architecture
Web Development Methodologies	Search Engine Optimization	Business Analysis

EXPERIENCE

Volkswagen Credit, Inc.   Libertyville, IL.
Leader – Interactive Marketing & Visual Design   5/2003 to Present

- Managed the development of the Volkswagen and Audi Finance account management web sites.
- Created functional requirements for the Volkswagen Credit and Audi Financial websites.
- Supported and guided the goals of business owners to develop applications in line with the technical and marketing goals of the company and to insure that IT efforts supported the corporate mission.
- Created new project proposals and TCO, and ROI analyses for new project proposals.
- Chief Information Architect and Usability Expert for the US and Canadian VW and Audi websites.
- Designed, conducted, and analyzed results from lab based usability testing for company websites.
- Established IA, design and requirements documentation procedures using industry best practices.
- Managed internal mar-com staff, proofed the work of external agencies, and supervised the introduction and administration of a content management system for Volkswagen Bank Consumer Internet sites.

Dreaming Real, Inc.   Chicago, IL.
Principle   5/2002 to 5/2003

- Created interactive media plans for ShipNow, and for the LawInContext's US product launch.
- Coordinated logistics and small group conference materials for expositions and trade shows.
- Provided Search Engine Optimization and Usability consulting for Contact Brand and Ship Now.

Unicom Marketing Group   Chicago, IL.
Director, New Media   4/2000 to 5/2002

- Created and managed the new media department of this offline agency re-defining the company as an award winning interactive agency in less than a year.
- Managed internal and contract account, creative, and technical staff of three to twelve people
- Assisted in the creation of, and managed the execution of all client interactive marketing plans.
- Negotiated agreements and managed relationships with vendors and affiliates.
- Created software allowing customers to create turn-key advertising for direct mail or print.
- Developed an in-house CRM system to support agency and client marketing initiatives.
- Project managed all interactive initiatives including websites, sweepstakes, CDs and email campaigns.
- Developed a highly successful, multi-million dollar OEM portal for DaimlerChrysler Financial Services.

McGraw-Hill Higher Education   Burr Ridge, IL.
Sr. Project Manager   5/1998 to 4/2000

- Directed new media development for all Engineering, Chemistry, Physics, Math & CS textbooks.
- Managed the production of over 300 CD-ROMs, videos, supplements, and websites annually
- Gathered author and end-user requirements, performed technology assessments and selection, supervised visual design, development, testing and rollout for all interactive products in my purview.
- Project managed internal and external developers, managed assigned editorial staff and SMEs.

Sr. New Media Developer

- Responsible for multimedia development for all of McGraw-Hill's Engineering and CS textbooks.
- Gathered functional and interface requirements, coded and tested applications.

Case IH AFS   Burr Ridge, IL.
Product Support Specialist (Contract)   5/1997 to 4/1998

- Authored all technical and training manuals and supplied feedback to programmers.
- Trained over 1,000 customers at seminars and trade shows in the United States and Europe

CERTIFICATIONS & CONTINUING EDUCATION

Project Management Professional (PMP) - Project Management Institute (PMI)
Digital Marketing Certificate - DePaul University
Certified Usability Professional - Human Factors International
Identifying and Confirming User Requirements & Business Process Re-engineering – Learning Tree

EDUCATION

University of Iowa – B.A. Political Science and Communications – Iowa City, Iowa
John Cabot University – Italian and Art History – Rome, Italy

LANGUAGES

English –Mother Tongue
Italian – Conversational – Spoken

TECHNOLOGY

Technology
Expert: HTML, IIS, MCMS
Proficient: CSS, XML, MS SharePoint, ASP

Applications
Expert: Adobe Illustrator CS, Adobe Photoshop, Dreamweaver 8, Webtrends, MS Office
Proficient: MS Project, Business Objects, WinRunner, Quality Center, Flash, Authorware, Omniture