

## Rick Graner, Web Veteran since 1994

### Local SEO Specialist @ Thomson Reuters January 2011 – Current

- **Google Places, Bing Local & Yahoo Local**, register and optimize local listings for lawyer websites that are hosted by FindLaw.

### Mobile Developer / Mobile Project Manager @ Localogist.com October 2010 – Current

- **iPhone App Development using Titanium Appcelerator**, built an iPhone app for Crispin Cider & Laurelwood Brewery to allow users to find all the locations that serve their products.
- **Diners, Drive-ins and Dives iPhone App**, built an app called “Flavortown” to help users find all the locations that Guy Fieri visits from the TV show on the Food Network.

### Web Project Manager / Web Developer @ Grocery Shopping Network Sept 2007 – October 2010

Project Manager, Product Manager, Web Developer, PPC Marketer, SEO/SEM Marketer and Social Media Marketer:

- **Express Lane Web Application**, when I started, there was a huge push to move all 80 clients over to the new CMS platform that was 70% finished. The old system had all 80 client sites running separately and my focus was to finish the new platform and migrate everyone over. The project took over a year to get completed and was a huge success for the company as we are now able to handle millions of unique visitors a month and we can scale to work with thousands of clients.
- **iPhone mobile development and implementation**, the “uCook” application is on the iTunes store. That project was a passion of mine so I found a developer and sold management in on building this for our clients and to boost our portfolio. It shows our presence in the mobile market and provided another slide in our sales package and extended our capabilities. We are currently in production of the next version and the project has been a great success for us and our clients.
- **Managing millions of unique visitors a month**, you can do a search on Quantcast for “Grocery Shopping Network” to see our stats. If you’ve ever run one website much less 80+ of them, there’s a lot of questions from internal folks who aren’t as knowledgeable about the internet and then questions from clients and users. I help answer those questions and provide useful information to help everyone make educated web decisions.
- **Email marketing manager, maintaining 3 million emails a month.** I helped bring in the new platform they have today (ExactTarget) and also migrated from an older system (Datran). I am the primary resource for our email marketing; automation is the key as I work with the developers to make sure everything a client wants is built into the admin tool. The task of email manager is extremely stressful since it’s such a delicate process but it’s working extremely well with the amount of emails that we send out and it helps to have a great team of developers to lead in building such systems.
- **FogBugz project management software** was something I brought in to fix the squeaky wheel project management process that GSN was using. Having a tracking tool in place that allows everyone to put in tasks, projects, features and questions makes working your plan as a team much simpler. People are visual, the tool shows the multiple work items to your staff and you can delegate appropriately. It’s a

#### Sites

Giantfoodstores.com  
Hy-Vee.com  
Savemart.com  
Americanstandard-us.com  
Mytscstore.com  
Porsche.com  
HarleyDavidson.com

#### Social Media Resources

FB, Twitter, FriendFeed, Etc.  
GaryVaynerchuk.com  
JohnChow.com  
SethGodin.com  
Calacantias.com  
ChrisBrogan.com  
Shankman.com

#### Management and Analysis Skills

Web Projects  
Business Analysis  
QA Testing  
Source Code Management

#### Software

C#  
VB.NET  
ASP.NET  
ADO.NET  
VBScript  
XML, XSL  
Visual Basic 6  
Java Script  
ASP3.0

#### Enterprise Platforms

VM Ware  
EMC Data Solutions  
Visual Studio 200x  
SQL Server 7, 2000, 2005  
SharePoint v1, v2 - Installer  
BizTalk Server v1 – QA  
Tester  
MS Live Communications  
Server

#### Education

North Dakota State  
University  
North Hennepin Community  
College – 2 Yr. Degree

#### Other

From 1992 – 1995, Richard worked for Damark International, Zeos Computers and Micron as a Computer Support

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savior for all project managers and upper management to determine priorities each day.

*Technician, Engineer  
Technician & Web Developer.*

### **Business Analyst @ MHFA Nov 2006 – Sept 2007**

As a Business Analyst at Minnesota Housing Finance Agency:

- I was responsible for a conversion project from Access to Oracle & Web Applications. The main priority first off was to gather requirements about the five Access applications, document the technical code along with gather information from users about how they utilize the system. All five of the Access applications account for over 4 million dollars of revenue to MHFA so being exact in my recommendations was crucial.
- The stage that I'm currently in with MHFA is the proposal stage. I've completed my analysis of the Access systems and am pitching the recommendations to the business users in order to gain a sponsor for the project to move it along. The goal of the project is to migrate the back end Access systems over to Oracle while keeping the front end of Access working properly.
- Once that phase has been completed, we will start the next phase of migrating the applications over and converting them to web applications which is a mandate set by the agency.
- The work above was mostly done with Word, Visio and a software documentation package called Total Access Analyzer.

**Microsoft Certified Systems  
Developer (MCS.D .NET)**

### **Senior Web Developer @ Carmichael Lynch March 2005 – Nov 2006**

As a Senior Web Developer at Carmichael Lynch:

- I have worked with clients such as American Standard, Tractor Supply, Porsche & Harley Davidson. For the new American Standard (<http://www.americanstandard-us.com>) redesigned website I helped analyze & design the conversion of an Classic ASP based solution with 1600+ web pages to create a solution using Visual Studio 2005, C# & Sql Server 2005. The application was condensed down to 140 pages with a standard 3-Tier architecture model. Other sites have included Micro site development with five pages or less to gather customer data, flash integration and maintenance.
- As part of my role being the senior developer, I was able to help add improvements to the group by implementing Visual SourceSafe 2005 that system was also setup to work over the internet so the entire group could work remotely. I implemented a bug tracking tool that also became a tool for Project Managers to keep track of their projects more efficiently. I introduced Axure Pro which is a new way of prototyping a website for the client that gives them a clickable interactive visual of their site, the tool would also gather requirements and in the end gain approval for projects without writing a line of code. Lastly, I also implemented Code Smith which is a code generation tool that makes writing code much more efficient and faster all based off of templates.
- With all of the work above, I was able to work on several small projects for up to four clients at a time. I would work on scoping, estimating and developing them using Classic ASP & .Net development. The current app technology he's utilized **C#, ASP.NET 2.0, Visual Studio 2005, SQL Server 2000/2005, and CodeSmith Templates.**

### **Web Developer @ DigiIner Consulting April 2004 – March 2005**

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As a Web Developer at Minnesota Childcare Resource & Referral Network:

- I helped analyze & design the conversion process for an Access application that was used by 18 satellite offices to create a Web-Based Extranet solution. I had to come up with estimates, timelines, documentation for the conversion which included database models & class diagrams. The solution dealt with approximately 20 separate access databases with users from all over the state. Site security, role security was a major piece of the architecture as it was Extranet based. The application allowed me to work extensively with SQL Server 2000, develop C# middle tier components and the iBuySpy Portal. This site allows users to sign in over the internet and sign up trainings & apply for grants. The current app technology utilized **C#, ASP.NET, SQL Server 2000, iBuySpy Portal and CodeSmith Templates.**

### Web Developer – HP (Hewlett-Packard)

July 2000 – April 2004

As a Web Developer at Credit Suisse First Boston:

- I was responsible for helping to upgrade an existing VB6/ASP application. I was involved with the full lifecycle of the project from early on architectural design through development and deployment. The project was a companywide image deployment application utilizing Altiris. This site allows you to setup your company in terms of what locations, computers & users received new images. It manages all interactions between high level management and staff to complete large image rollout in a matter of weeks instead of months. The current app technology utilized **C#, ASP.NET, VB, XML, XSL, SQL Server 2000, Console Programs and Web Services.**

As a Developer at General Mills, Richard:

- I helped enhance & support an internal document management system for the research & development arm of General Mills. The application was built using Microsoft SharePoint v1 for the document management system and back-end, custom vb.net business components were built to facilitate the middleware & html, and the current app technology utilized **VB.NET, ASP.NET, Custom Server Controls, XML & XSL, SharePoint.**

As a Developer at Walters & Associates:

- I took responsibility of a failed development project. I worked with the company's principals to re-clarify requirements and deliver a successful application in a highly stressful environment. The application would take field data of cattle that were scanned every six months and the web application would generate reports for the cattle owners about various items on their cattle. The project never worked the way the principals anticipated but after 4 months of updating the code, the project was completed. The application was built utilizing **ASP.NET, COM & SQL Server 2000.**

As a Developer at Capella University:

- I was responsible for Quality Assurance on the BizTalk implementation that integrated five CRM systems. My responsibilities included making sure the system integration was working correctly by utilizing SQL Scripts and automated testing that would test the before and after results. I managed a team of testers and provided documentation, guidance and clarification of duties. I interacted with the management

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team to determine proper courses of action for a proper rollout. The technologies used were **Microsoft SQL Server 2000 and Terminal Services.**

As a Developer at Deloitte & Touché:

- I helped re-design a Web Based Retirement planner. Responsible for the front-end wire framing & middle tiers. **ASP, VBScript, JavaScript, SQL 2000, Visual Interdev, Visual Basic 6, Visual Source Safe.**

As a Developer at the State of Iowa, Department of Human Services:

- I was responsible for the front-end GUI of the web based application. My responsibilities included working with the client to map out functionality, wire framing and model design. The project was built using Microsoft technologies. The technologies used were **VB Script, ASP and HTML. SQL Server 7, Visual Source Safe, Visual Studio.**

As a Developer at Microsoft:

- I was responsible for creating and testing of their Administration component in BizTalk using Visual Test. As new builds of BizTalk Server were created twice a day, my tests were run to ensure the Administration UI was still working properly. When I first took over the current series of tests it would take 4 hours to run all of them, by the time my contract had ended after three months, the test would run in 20 minutes. The automated test cases ran through a web based testing harness which incorporates automated tests of varying types (exe, bat, cmd, and vbs). The technologies utilized were **Visual Test, Visual Source Safe, and BizTalk Server.**

### **Web Developer @ Schoolbell.com April 2000 – July 2000**

- The company went out of business in the dot com bust.
- Responsible for the design of a user-friendly web-based interface for administration, teachers, parents and children.
- Helped the team put together the graphics and database interfaces for the site. Web Application. **SQL Server 7, ASP, VBScript, JavaScript, Visual Studio, Cascading Style Sheets, Visual Source Safe.**

### **Web Developer @ Stratagem October 1999 – March 2000**

As a Web Developer at ThermoKing:

- I was responsible for all facets of ThermoKing's website, intranet & extranet. **SQL Server 7, Oracle 8.0.4, ASP, VBScript, JavaScript, Visual Studio, Windows Scripting Host, Lotus Notes.**
- Supported an Oracle database at Return Inc. Tracked returns for companies that utilized their current software. There were 10+ databases that the support team maintained. I was responsible for projects from verifying data integrity to printing out reports. The team took direction from a system developed to maintain logs on items that are incorrect with the database. The team worked to improve the back-end database system by monitoring systems errors and maintaining the error logs. Database Driven Merchandise Return System. **Oracle 7.3, NT 4.0 Server, PC Anywhere.**
- Responsible for working with a project group that built a Web Application for Recruiting, Sales & Consultant tracking. The piece of

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the project that I worked on was built with **HTML, ASP, IIS & COM objects using VB 6.0. HTML, ASP, COM, JavaScript, VBScript applications. Visual Studio, NT 4.0 Server.**

- The project was to support the marketing department with their ad campaigns. The application was built in Microsoft Access 2.0 and I was responsible for creating, supporting and maintaining a database of 500,000 names. My duties included, creating queries, reports, forms and completion of projects for the marketing department. Managing deadlines and clean-up issues were the current focus of the conversion. I helped convert their Access 2.0 database to the AS/400 platform. Microsoft Access 2.0 application.

### **Web Developer / Network Administrator @ 3D Business Solutions**

**March 1997 – February 1998**

- Responsible for the design and operation of a multi-server network that was offering web hosting, FTP and e-mail. I was responsible for all management and operational issues including network security/firewall administration, NT domain administration, DHCP, DNS and IP management, Internet domain name registration/management and interaction with telecommunications vendors. **Microsoft Windows NT 4.0 BackOffice Suite.**

### **Business Analyst / Web Developer @ ESP Software Solutions**

**March 1996 – February 1997**

- Responsible for programming the company's website, using Java, Perl, CGI database processes, ASP and HTML. Our group developed a recruiting database for prospective clients using SQL Server 6.5, HTML, JavaScript and ASP. I provided server-based and application-based security using **Windows NT 4.0, ADODB and SQL Server 6.5.**
- Architected, designed and developed the human resource intranet component that tracked current employees. Utilized Perl language to write CGI scripts for manipulating and extracting information. The operating system used was Linux with apache web server. Web Database Development. **Java, Perl, CGI, SQL, ASP, JavaScript, VBScript.**

### **Business Analyst, Visual Basic Developer @ Oak Systems Consulting**

**November 1995 – February 1996**

Red Wing Shoes

- Responsible for technical and functional design specifications for an ordering system. Provided all phases of the application installation, system testing, planning, user sign-off acquisitions, conversion planning, execution, and implementation. I aided in setting up the project plan and detailed the time for implementation. The project was successful to the point of user sign-offs and money constraints ended the project.

Minneapolis Public Schools

- Worked on project to convert an outdated DOS based application to

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Microsoft Access 97. The software application was a real time program that tracked the students and school enrollment within the Minneapolis Public School system. The software was developed in the environment of NT Workstation 3.51 and NT Server 3.51 with 8-10 users accessing the data. Access, NT Workstation, NT Server.

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