

M. Brian Goodkin

Granada Hills, CA
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Summary

Web Project Manager with strong development background works with staff and clients to identify business needs, solves business problems through the creative application of technology. A UCLA MBA, passionate about technology, finds ways to have a significant impact on the business' success. Experienced in developing prototype solutions and bringing them into production. Oversees contractors, manages application development. Excellent analytical skills, strong problem solving ability, and exceptional communication and presentation skills.

Employment History

Application Specialist

21st Century Insurance Company, Woodland Hills, CA

1/03-Present

Team lead for Internet Claims Self-Service development team. Worked with business users to determine desired functionality and requirements, then created and implemented project plans to move web enhancements from design through production. Managed all enhancements and maintenance relating to Claims Self-Service web site.

Director, Information Systems

4/98 – 12/02

Gold Graphics Manufacturing Company, Pacoima, CA

After initial hire to develop prototype web-based B2B application, was quickly promoted to oversight and management of all company technology projects. Interacting with management and employees at all levels, successfully completed projects ranging from Y2K compliance to upgrading accounting system to new application. Key projects include:

- Widget™: Designed and developed Widget, the Web-Integrated Database/Graphics Extranet Tool, a web-based B2B application currently processing over \$2 million annually of promotional sign orders for major national companies such as Circle K, Union 76 and Chevron. Incorporating cutting edge web and database technology, Widget collects store survey data and order specifications, then applies complex business rules to determine quantities to be produced and distribution instructions. Resulting system gives multiple users secure, real-time access to production quantities, promotion costs and shipment tracking from any standard browser connected to the Internet. An open system integrated with desktop applications such as Excel and Access, Scantron data collection technology, and FedEx and UPS shipping systems, Widget is a key asset for promotion planning, production, order fulfillment reporting, and asset management. As a unique solution in the large-format screen printing industry, Widget provides a competitive advantage in attracting and servicing large corporate accounts.

As project manager, used my MBA skills to understand corporate goals and derive requirements through meetings with key employees. Validated requirements and learned process detail by participating in the ordering process, then incorporated findings into the program to create an application that was user friendly and made business sense. Traveled with company and client executives to market the application, giving presentations and demonstrations to executives and end-users. Oversaw rollout and provided onsite support. Configured the application to handle twice the amount of sites and a completely new set of business rules in only 2 weeks by following a development strategy that anticipated and provided for change through modular design and customizable, database driven settings.

- Internet Infrastructure: Built a development and production support infrastructure, including company-wide Internet access, Intranet, e-mail and corporate website. Responsible for domain registration, website directory listing and web hosting. Designed corporate building data infrastructure, including phone and network wiring, server room design, configuration of hubs, switches and routers, as well as fiber optic link to factory. Hired and supervised support and programming staff.
- LA City Light Pole Banner Online Permitting Project: Helped LA City Bureau of Street Lighting receive funding for online permitting project by designing mock-up system and writing presentation given to City Council. Met with key members of City and Gold Graphics to determine key features of system and with other companies and government agencies to determine available technology in use. Mockup was then delivered to the city's internal IT department for development and rollout.

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Employment History (continued)

Senior Technical Consultant

5/97 – 4/98

Faye, Pollack & Associates, Inc., Encino, CA

Provided computer consulting services to 30 corporate accounts. Acted as the IT department for companies with networks ranging from 3 to 50 users. Services included LAN and Internet access installation, support and troubleshooting, software and hardware installation, and training. All services performed professionally, in business attire, with emphasis on thorough client communication and detailed documentation of all services performed. Fast-paced environment required the ability to work quickly and efficiently while unsupervised under a variety of complex and often stressful conditions.

Technical Support Specialist

9/94 – 5/97

Dycam, Inc., Chatsworth, CA

Hired by Vice President of Sales & Marketing to provide a more customer-oriented approach to technical support. As a department-of-one, provided support by phone, e-mail and World Wide Web for end-users, media evaluators, resellers and OEMs. Replaced the engineering department as the primary support contact. Handled everything from initial hardware and software installation to tracking software bugs and general use questions. Responsible for processing product returns and repairs. Automated support processes through the development of a custom call tracking database (integrating client contact information, call details and return authorizations), as well as the creation and posting of an online FAQ. Upgraded sales and support department infrastructure, including Internet access, e-mail, department server and centrally-accessed database. Evaluated software for bundling partnerships. Provided computer support and answered technical sales questions at trade shows and on sales calls.

Sound Effects Librarian

1/92 - 9/94

Acme Soundworks, Inc., Los Angeles, CA

Managed motion picture sound effects library. Responsible for integrity of database, including uniformity of entries and adherence to industry standards. Automated asset tracking through the creation of a custom database and tape labeling system.

Education

The Anderson School at UCLA, Los Angeles, CA **6/96**
Masters of Business Administration
Concentrations: Information Systems, Marketing

University of California, Los Angeles, CA **12/91**
Bachelor of Science, Mathematics-Applied Science
with a Specialization in Computing

Computer Experience (Highlights)

Operating Systems: Windows, DOS, Macintosh, Unix

Programming Languages: ColdFusion, HTML / DHTML, JavaScript, SQL, ASP, Pascal, C, Visual Basic, XML, CSS, Java, PHP

Databases: SQL Server, Access, Dbase, Q&A, FileMaker, Advanced Revelation, mySQL

Network Servers: Windows, Novell

Office Programs: Word, Excel, Access, PowerPoint, Outlook, WordPerfect, Lotus 1-2-3

Other: Internet Information Services, MDAemon Mail Server, Visual Source Safe, pcAnywhere, Photo Impact, NetObjects Fusion, ColdFusion Studio, Dream Weaver, Project, Visio, PhotoShop, Acrobat, Crystal Reports