

Bryan Rogalski

407.385.0834

Brooklyn, NY

brogalski.jobs@gmail.com

www.BryansPortfolio.com

www.linkedin.com/in/bryanrogalski

PROFESSIONAL SUMMARY

Digital marketing professional with over fourteen years of progressive experience in digital marketing, interactive strategy, and e-commerce. Accomplished at creative design and development, website operations, enterprise platform management, and project management.

- Digital Marketing
- Website Design & Development
- Project Management
- E-Commerce
- Digital Strategy
- Email Marketing
- Web Analytics and Reporting
- Mobile Design & Development
- Search Engine Optimization & Marketing
- Customer Relationship Management

PROFESSIONAL EXPERIENCE

Energy Exchange Partners

Web Consultant

Manhattan, New York

August 2014 - Present

- Interfaced with stakeholders to develop standards and processes for planning, managing and integration of new applications, technologies and methodologies into existing systems using first and third party software solutions.
- Triage, mitigated, investigated and resolved critical issues within the current deployed application stack to support uptime, stability of the platform and usability.
- Used Axure for designing and developing wireframes, workflow diagrams and rapid interactive prototypes for new engaging user experience features that improve usability.
- Built responsive, public facing websites for potential investors, partners, and customers in WordPress using Bootstrap, jQuery, PHP, HTML5 and CSS3.

Hard Rock International

Web Designer & Developer

Orlando, Florida

October 2011 - December 2013

- Led development for the Marketing department in creation of compelling user experiences that are visually effective and easy to use for end users.
- Directed all outgoing digital communications along with setting up and managing a platform for the 200+ Hard Rock locations to utilize on their own for effectively marketing to their local communities.

- Created, designed and developed innovative promotional campaigns for Cafes, Casinos, Hotels, and Live venues. These campaigns included mobile applications, social applications, websites, emails and advertisements.
- Participated in a team using agile methodology for handling and supporting complex design & development issues across internal and external organizations and disciplines.
- Assisted with launching and maintaining the Hard Rock Rewards program with continual growth of new loyalty members while retaining existing members through interactive marketing incentives.

Tempus Resorts International

Orlando, Florida

Senior Web Developer

August 2008 - November 2010

- Acted as the lead web developer in charge of maintaining and creating Tempus Resorts web related projects and digital marketing strategies.
- Supervised and trained Oracle database programmers in software configuration management and use of their legacy system on the web for online projects.
- Supplied technical support for all web related issues while addressing issue reports through minification by enhancing functionality of user interface and design of the website.
- Creating a booking engine tied in to Tempus Resorts partners in car rental, ticketing purchases for airlines, cruises and theme parks.
- Developed on mytempusselect.com a marketing initiative for current owners to convert their timeshare properties into points which then can be used with other partnering locations.

Creative Forecast

Orlando, Florida

Consultant

May 2008 - August 2008

- Served as the onsite manager, web developer & designer of mytempusselect.com website.
- Supervised and coordinated in house oracle database programmers with an external team of 15 outsourced global developers in development of the website.
- Created and designed the overall look and feel of the website.
- Using Symfony an open source PHP framework tied in to an Oracle database of Tempus Resort's customers to allow current customers to be able to access and control their account's and make financial payments.

nFocus Solutions

Orlando, Florida

Senior Courseware Developer

June 2006 - March 2008

- Supervised, trained and managed the Courseware Development department consisting of 6 employees on location at General Dynamics C4 Systems and achieved significant improvements in their productivity.
- Designed, developed, tested and administered military training applications and courseware.
- Supervised technical personnel in procedures and implementations of interactive multimedia instruction design and development.

- Implemented industry standards such as ADL SCORM and Section 508 specifications in learning management systems.
- Established innovative methodology to achieve and deliver creation of courseware training objectives.

Candace Crowe Design

Orlando, Florida

Senior Interactive Media Developer

December 2004 – May 2006

- Lead developer of a Flash application used on touch screen apple iMacs for doctors in various environments to educate patients on medical procedures.
- Designed, developed and administered company's Internet and Intranet sites.
- Enhanced web site functionality with scripts written in languages such as (x)HTML, DHTML, CSS, PHP, MySQL, JavaScript, ActionScript, XML, and Perl.
- Constructed a diverse search engine optimization system implementing email marketing, web analytics, interactive advertising and affiliate marketing.
- Created graphics and layouts for printed material, company logos, and Internet websites.

Intrigue Solutions

Orlando, Florida

Interactive Multimedia Designer & Developer

December 2003 – December 2004

eCommerce-Corporation

New Milford, Connecticut

Web Designer & Developer

May 2000 - March 2001

Freelance

Orlando, Florida

Interactive Multimedia Designer & Developer

January 2000 - Present

- Managed client's accounts and projects while working within budget and scheduling requirements.
- Developed briefings, brochures, multimedia presentations, web pages, promotional products, technical illustrations, and computer artwork for use in products, technical manuals, literature, newsletters and interactive media.
- Customized front-end and back-end solutions for customers looking to achieve dynamic interactive content with a brand recognized reputable online presence.
- Maintained and ensured proper operation of the designed and developed media with various browsers, platforms and devices.
- Promoted online content by increasing visibility in search engine result pages through optimization and advertising utilizing solicited cross-linking relationships, keyword research and analysis, landing pages and targeted marketing.

EDUCATION

Fullsail University: Associate of Science in Digital Media

2002 - 2003