

CHAD CASSELMAN

2266 Huntingdon Dr, Apt I • Surfside Beach, SC 29575
843-222-2958

Flexible and innovative professional with a 10 year history of excellence in project management and technology solutions. Demonstrated strengths in defining requirements and avoiding scope creep to deliver high-quality products on time and under budget. Well-versed in cutting-edge Web technologies. Skilled in strategic planning and change management, with proven success in improving communications, increasing efficiency, and fostering a collaborative environment. Committed to employee mentorship and professional development. Decisive problem solver who excels in root cause analysis. Confident speaker. Known for prowess in user training and support, as well as troubleshooting.

Core Competencies

IT Infrastructure • Technology Needs Assessment • Rightsizing • Cost Savings • Revenue Growth
Application Development • Implementation • Architecture • Prototyping • Requirements Gathering
Project Management • Software Development Life Cycle • Continuous Process Improvement
Search Engine Optimization (SEO) • Pay-per-Click (PPC) Marketing • Affiliate Marketing

PROFESSIONAL EXPERIENCE

NTELOS, Waynesboro, Virginia • 2007-2008

Publicly traded \$500M telecommunications provider serving Kentucky, Virginia, West Virginia.

Manager of .NET Development

Ensure on-time, on-budget completion of all .NET projects. Define project scope and budget and approve projects company-wide, enforcing targets and timelines. Establish and promote adherence to strategic plans and architecture standards. Allocate resources to maximize effective project execution. Directly supervise 8 employees, with 10 more to be added in Q2 2008. Resolve emergent issues and review status of all active projects to anticipate and proactively eliminate obstacles. Oversee recruitment, interviewing, and hiring for all positions.

- Redesigned the interview process as well as performed technical interviews.
- Piloted integration of video of fiber service, with projected first-year revenues of \$10M.
- Reduced data errors by 20% with alterations to the POS system.
- Activated millions of dollars in quarterly savings for an insurance vendor through system changes.
- Overhauled the software development life cycle to improve communications among technical and business groups while boosting overall effectiveness.
- Reorganized hardware allocation to eliminate conflict between groups competing for usage.

CASSELWARE, Myrtle Beach, South Carolina • 1998-Present

Development firm specializing in Websites, social networks, Internet marketing, and SEO.

President/Founder & Principal

Conduct research and development, implementation, and testing. Leverage website, search engine optimization, and marketing strategies and tools to deliver cutting edge solutions. Manage more than 10 domains on a variety of topic with multiple revenue streams.

- Authored more than 30 custom applications and scripts for clients in multiple industries, including reservation and billing systems, site search tools, advanced statistics tracking, and others.
- Deployed WealthBaseCamp.com, a custom social network with advanced templating, and dynamic views, roles, accesses, and views with individualized configurations.
- Designed and implemented multiple custom content management systems using PHP, Perl, and MySQL to enable automatic website creation scripts and contracted custom scripts/programs.

TOPCODER, Glastonbury, Connecticut • 2005-2007

\$12M provider of custom software solutions and employee placement services.

Project & Account Manager

Orchestrated high-level design and specifications for major projects, in addition to managing project timelines and pursuing business development opportunities. Managed multiple concurrent projects from specifications and prototyping through architecture, implementation, and deployment. Oversaw quality assurance and testing, planning, and competitions. Supervised up to 10 direct reports in 6 countries and multiple time zones throughout all project phases. Interfaced with business users and key stakeholders to cultivate business development opportunities. Collaborated with leadership to design and roll out strategic plans.

- Produced a scalable and flexible multicultural reporting system supporting smart workflows, automatic report generation, and Web-based report editing, intended to decrease staffing requirements by \$100K annually while increasing revenues by 20% and reducing time and cost of new product introduction by 60%.
- Reduced time from inception to launch by more than 75% with a multicultural, XML-based questionnaire application.
- Introduced rapid prototyping abilities and completely eliminated the need for IT staff involvement with a dynamic scoring engine for the multicultural questionnaire application that used an XML-based scoring formula and rules.
- Sustained at least 80% and as high as 92% for generic code reuse for all projects.
- Oversaw all technical interviews for Caliper.

AMENTRA, Richmond, Virginia • 2002-2005

Full-service, high-end technology consulting firm with annual revenues exceeding \$10M.

Senior Consultant

Work directly with client through needs assessment and targeted interviews to identify business problems. Proposed custom solutions and secured buy-in to design, implement, and deploy new products. Managed complete project life cycle from requirements gathering to architecture and development to hardware sizing and deployment. Built and demonstrated prototypes, and resolved issues and design flaws. Mentored, trained, and coached client resources, supervising up to 14 team members. Served such clients as nTelos, Verizon, and Dollar Tree.

- Originated all elements of a POS system that integrated 5 legacy systems and developed comprehensive training materials, reducing sale time 25% and training time 60%.
- Co-implemented an inventory management system spanning 2,200 locations, with a projected 30% reduction in ordering errors and unnecessary expenses.
- Concluded a data warehouse project introducing smart drill-down reporting to keep managers and company-wide executives apprised of current data.

LEGENDS GROUP, Myrtle Beach, South Carolina • 2002-2005

\$25M golf resort and 7 location hotel chain.

Director of Information Technology

Developed and implemented the IT strategic plan for a large and growing hospitality organization. Closely managed technology requirements and implementations, ensuring close adherence to budgets and business goals. Actively cultivated cost savings and revenue growth opportunities through emerging technologies. Coordinated all hardware and software, and oversaw technology mergers after acquisitions.

- Increased online sales 250% by designing and implementing a custom online hotel and golf reservation system.
- Managed the interview process as well as personally performed all interviews.
- Reduced costs 60% annually by creating an in-house webmaster position and assuming ownership of previously outsourced Web servers and activities.
- Rolled out a wide area network (WAN) across 8 locations, leading to better communications and accelerated problem solving for remote issues.

ADDITIONAL POSITIONS (full details available on request)

TALLAN, Glastonbury, Connecticut • 2000-2001

Consultant – Built and delivered a tax payment solution that processed \$6M in payments in less than 48 hours. Met with clients and business users to conduct technology needs assessment and define project requirements. Architected, programmed, and implemented systems and software. Served such clients as OfficialPayments.com, Kinkos.com, and MedEcom.

FORMAL EDUCATION

Master of Business Administration

Webster University, St. Louis, Missouri

Master of Science in Computer Science

North Carolina State University, Raleigh, North Carolina

Bachelor of Science in Computer Science

Coastal Carolina University, Myrtle Beach, South Carolina

SELECTED TECHNICAL PROFICIENCIES (complete list available on request)

Languages & Technologies

C#, .NET (3.5/3.0/2.0/1.1), CLSA, MSWF, ASP.NET, PHP, XML, Web Services, PL/SQL (MySQL/MS SQL/Oracle), UML, Ruby, JAVA, J2EE, EJBs, JSPs, Servlets, Struts, PERL, JavaScript, HTML, C/C++

Software

MKS Integrity (SOX Compliance), VS.NET Pro (2008/2005/2003), VSS, CVS, Subversion, All version of Windows and Windows Servers, All MS Office Products, Eclipse, Various UML apps, Apache