

**Ethan K. Birchard**  
*ekbirchard@yahoo.com*  
713 S. Marshall Street, Philadelphia PA 19147  
215-518-1530

## EDUCATION

**Amherst College**, Amherst, MA. Cumulative GPA: 3.54

Graduated Magna Cum Laude, B.A. with honors in Computer Science and English, May 1999.

## EMPLOYMENT

### **Association of Executive Search Consultants (AESC), New York, NY**

*Director of Information Technology | January 2009-present*

- Implement IT strategy for \$2.5 million/year executive employment database.
- Manage IT team for maximum ROI on web, communications and data solutions, across three distinct membership groups and four web sites. Manage all technology vendor relationships.
- Conceptualized and managed a product change projected to increase revenue by 10% beginning 6/2012.
- Spearheaded online marketing strategy to help increase web traffic to executive employment site by 40%. Strategy included SEO, social media, micro sites, and new site navigation.
- Managed the redesign and overhaul of 3 web sites, launched simultaneously in October 2009.
- Championed the use of feedback loops in e-mail marketing. Increased click/open rates and revenue across several programs by segmenting, focusing messaging and decreasing volume.

### **Quaker Consulting, Philadelphia, PA**

*Managing Director, Web and Marketing Consultant | September 2003-January 2009*

- Worked with non-profit, education and small business clients to understand specific needs and goals for a web presence. Planned scope, costs, timelines, and deliverables. Executed dozens of web site design and marketing projects.
- Developed online marketing strategies for small business, academic and non-profit clients, using paid/organic search engine marketing (SEM/SEO), social media, blogs and microsites.
- Developed web sites in hand-coded HTML, CSS, Javascript, Flash, PHP, and ASP. Implemented sites with Drupal, Wordpress, PHPBB, Dreamweaver, and Photoshop.
- Managed up to 6 projects at a time, ensuring clients received individual, focused attention.

### **Airport Commuter, Inc, South San Francisco, CA**

*Director of Online Marketing, Webmaster | November 2002-September 2007*

- Developed and deployed web sites, online marketing strategies and SEO content for local and worldwide transportation businesses.
- Managed 2 web designers/content writers and 30+ websites.
- Spearheaded conversion of 50% of airport sedan fleet to hybrids via micro site marketing.

### **Westt, Inc, Menlo Park, CA**

*Consultant, Technical Lead | October 2000-January 2002*

- Led technical team on major consulting projects for Extreme Networks and California State Automobile Association. Presented to and interfaced with clients on technical issues and progress.
- Designed interfaces using SQL Server, Oracle 8i, MS Access, and proprietary data applications.
- Programmed complex sales compensation plans for thousands of monthly transactions.

## **Venue Software, Inc, San Jose, CA**

*Consultant, Software Developer | October 1999-June 2000*

- Led development on major consulting projects for Acteva, Inc. and Integral/CFOWeb.com.
- Programmed web applications (front to back end) using Java, JMS, JSP, and Javascript.
- Designed project plans and specifications for complex development and integration projects. Worked directly with clients to negotiate implementation requirements and issues.

## RELATED SKILLS

- Leadership and management skills founded on a diverse range of experiences, from managing teams of multiple web designers, developers and writers to directing counselors in a fast-paced outdoor camp environment to teaching large and diverse classrooms in Guatemala and China.
- Strong natural talent for verbal and written communication, enhanced by working in a central marketing role, working with small teams on internet and software design projects, working directly with clients on a range of projects, communicating with students of vastly different backgrounds and in different languages, writing extensive marketing copy, blogging, and writing two novels.
- Technology product management, including a 60,000-member executive employment database.
- In-depth understanding of e-mail blasting best practices and vendors, i.e. JangoMail and RealMagnet.
- Extensive experience with Drupal and WordPress CMS solutions running in LAMP environments.
- Working knowledge of a broad range of programming languages and databases, including HTML, CSS, Javascript, PHP, ASP, JSP, SQL and MySQL.
- Expertise with graphic design software including Adobe Photoshop and Flash.
- Over 8 years experience in online marketing and SEO (Search Engine Optimization) techniques, including organic search and PPC. Track record of cleanly driving sites to the top of Google results.
- OOD training, with coding experience in Java, C++, Prolog, Pascal, and LISP. Java experience includes JSP, servlets, applets, JMS, jdbc, EJBs, and experience with major source management applications.
- Windows 7, XP, NT, Linux, Mac OS X and Unix/Solaris operating systems environments.
- Conversational Spanish, French, and spoken Mandarin Chinese.
- Four years of experience as a blogger, including two years documenting travels and thoughts on culture, politics, relationships and more at <http://www.ethankbirchard.com/blog>.

## FURTHER EMPLOYMENT

### **Joe Sestak for Congress, Media, PA**

*Regional Field Organizer | September 2008-December 2008*

- Managed field operations in a densely populated area of PA's 7th Congressional District.
- Recruited hundreds of volunteers for phone banking, canvassing, events and get-out-the-vote push.
- Developed and leveraged relationships with regional leaders to increase volunteer outreach.
- Directly planned and coordinated Election Day field operations of 300+ volunteers in 90 precincts.

### **Ocean University of China and Manos de Colores, Qingdao, China and Quetzaltenango, Guatemala**

*English Teacher | August 2007-August 2008*

- Planned a year abroad studying languages, serving populations in poverty in Guatemala, and teaching learning-disabled university students in China. Raised \$2,000 for Guatemalan NGO.
- Taught English and Art to impoverished 5-15 year-old youth at Guatemalan community center.
- Designed syllabii, planned and taught 8 college-level English courses at a Chinese university.

## **Catoctin Quaker Camp, Thurmont, MD**

*Assistant Director | Summer 2000-2002*

- Supervised and supported a staff of 24 counselors, ran 30-person staff meetings making consensus decisions. Implemented major scheduling and policy decisions for the camp, joined hiring decisions.
- Coordinated 6 sets of 3-10 day overnight camping trips each week (including route planning, transport and meals).

## **INTERESTS AND ACTIVITIES**

- Writing, including two completed novels, several short stories, and my [travel blog](#).
- Hiking, camping, canoeing, and skiing. Started a San Francisco Bay Area hiking club.
- Running, soccer, and baseball. Ran Philadelphia Marathon and qualified for Boston.
- Travel at home and abroad, thus far including four trips across the United States, stints living in Guatemala, China, and Ireland, and travel to Brazil, Honduras, Belize, Mexico, Costa Rica, Tibet, Cambodia, Thailand, Scotland, England, Italy, France, Germany, and Switzerland.