

# HAYES COHEN

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## SUMMARY:

Experienced in online team management, advertising, Ecommerce, interactive content and social media. Expertise in design, marketing, information architecture, requirements, QA, application development and work flow processes.

## PROFESSIONAL EXPERIENCE:

### Honeywell / ADI

2010 – Present

Ecommerce Marketing & UX Manager

Lead creative and marketing project management to launch new ecommerce platform. Design and developed functional requirements that improved product marketing. Responsible for efforts to improve site functionality, Product marketing, checkout process, online ordering/invoice management and enhancements using Ecommerce best practice standards.

- \* Collaborated with Senior Management to develop ecommerce design and branding.
- \* Hands on creation of functional requirements to meet Marketing objectives.
- \* Develop content using MS SharePoint as content management system.
- \* Manage product categories using MS Commerce Server and MS Catalog Manager.
- \* Liaison with IT department to manage delivery of Ecommerce projects.
- \* Developed user acceptance test script.
- \* Conducted quality assurance testing and defect tracking using Quality Center.
- \* Monitor site traffic using digital analytics from Omniture.
- \* Developed banners and email campaigns to improve sales and drive traffic.
- \* Oversee third party vendors for smart phone apps, product content and template development.

#### URLs:

[Adius.adiglobal.us](http://Adius.adiglobal.us)

### HCi

2009 – 2010

Creative Director

Oversee design, development and marketing strategies as a consultant for business to consumer brands. Analyze interactive best practice information design in advertising and social media to improve unique visitors and conversion rates.

- \* Create user interface design style guides, wire frames and user flow documents.
- \* Design advertising banner and email campaigns.
- \* Monitor activities for a team of PHP and Drupal developers.
- \* Management of design and development using off-shore resources.
- \* SEO development and enhancements.
- \* Develop innovative use of social media for marketing and editorial product development features.
- \* Product development of requirements for prototypes and enhancements.
- \* Implement Google analytic software for tracking.
- \* Project management of design, IT and marketing projects.
- \* Host daily project status meetings.

#### URLs:

[hayescohen.com](http://hayescohen.com), [motosavvy.us](http://motosavvy.us) and [usa.canon.com/dlc](http://usa.canon.com/dlc)

### Bookspan / Direct Brands Inc.

2008 – 2009

Manager of Web Application Development

Manage a team of Java, Oracle and Flash developers to implement direct marketing E-commerce campaigns. Work with Marketing, QA and Customer Service teams to quickly address site functionality issues that improve the customer experience.

- \* Oversee day-to-day activities for a team of Java, Oracle and Flash developers.
- \* Full life cycle management of web enhancements and applications.
- \* SEO development and enhancements.

- \* Develop innovative use of Flash for marketing and editorial product development features.
- \* Agile development process using Project Cards to map out stories for developers, user experience and QA.
- \* Manage off shore team of Java developers.
- \* Monitor code review process for code releases.
- \* Track customer service bugs and work with cross-functional teams to resolve issues quickly.
- \* Project managing small to large IT and marketing projects using Matrix teams.
- \* Host multiple weekly status meetings with cross-functional teams.
- \* Use Coremetrics web analytic tools for site reporting.

**URLs:**

Columbiahouse.com

**Bookspan / Bertelsmann Direct North America**

1999 -2008

Executive Creative Director of Internet

Established an interactive creative marketing department in 1998 with 2 staff and grew it to 21. The department was a key player in driving Internet sales using on-line direct marketing channels. On-line product sales increased from \$50M to over \$400M in a six-year period. In 2005 the company started a \$13M project to re-launch its E-commerce platform and content management system. Our team delivered its portion of the project on time and under budget.

The Interactive Creative Department:

Design Group:

- \* Web design, Flash development and implementation for sites.
- \* Hands on daily design management for 30 E-commerce sites on Teamsite CMS.
- \* Creation of email and ad banner campaigns.
- \* Manage photo shoots, hire Photographers and Illustrators.
- \* Develop creative messaging with copywriters for emails and ad banners.
- \* Designed company's corporate sites, intranet, extranet, IT reporting database and user interface for tools.
- \* Development of E-commerce campaigns, interactive micro-sites and video interviews.

User Experience Group:

- \* Leading team research of Internet E-commerce best practices for foundation of information architecture.
- \* Research Internet best practices to improve web site user experience.
- \* Production of wire frames, user flows, site maps and prototypes to inform IT for site development.
- \* Oversee copywriters to create user friendly site text for all pages.
- \* User testing of prototypes to validate design direction.

Front-end programming Group:

- \* Daily management of HTML, CSS and JavaScript.
- \* Working closely with IT department to analyze multi- team projects and coordinate schedules.
- \* Improve Internet presence through SEO of all pages and content.
- \* Knowledge of click stream analysis using Omniture.
- \* Development of internal content management tool using PHP and SQL DB.

Project Management Group:

- \* Daily management of requirement gathering and assets for projects.
- \* Working closely with clients to manage schedules and meetings.
- \* Quality assurance of content and deliverables.
- \* Issue tracking and bug reporting.

**URLs:**

thegoodcook.com, doubledaybookclub.com, sfbc.com, bomc2.com and 30 E-commerce sites.

**Media Circus Inc.**

1998 – 1999

Art Director

Reporting to the Creative Director worked on various print and Interactive projects.

Clients: Cherry Coke, Mountain Dew, US Navy, Illusion Fusion, Click3x, Sound Lounge

**VSI Communications Group**

1996 – 1998

Design Director

Working closely with the Creative Director and CEO, managed staff of 1 Art Director, 3 designers and 2 animator on various interactive projects.

Clients: IBM, Lotus Notes, Arthur Andersen, McKinsey & Co., High Voltage, Willow Creek Association, and VSI Mentor

**EDUCATION:**

Maryland Institute College of Art, Baltimore, MD., Bachelor of Fine Art.  
United Digital Arts (Flash, Director and Lingo)  
Human Factors International (User Centered Design and Analysis)  
Bertelsmann University (Leadership program certificate)  
Agile and test driven software development training, Industrial Logic  
SEO, SEM Training, Bruce Clay  
Coremetric site analytic tools  
Interwoven TeamSite CMS  
Various business courses: Project management, MS Project, MS Excel, Leadership,  
Conflict resolution, Meetings and Interviewing

**KNOWLEDGE:**

Adobe CS4 suite, MS SharePoint, MS Commerce Server, MS Catalog Manager, Quality Center, Omniture, Interwoven TeamSite, CMS, Coremetrics, Endeca, Web Trends, Agile Development, Project Cards, Visio, HTML, CSS, JavaScript, DHTML, XHTML, JHTML, JSP, Microsoft Project, Microsoft Office, Visio, Electric Image 3D and Autodesk.