

Thomas D. Sokolowski

Fort Lauderdale, Florida 33304

Home: (954) 667-4433 • Website: <http://www.tomsokolowski.com> • Email: info@tomsokolowski.com

Objective	Director of Web Development/Internet Services for a medium- to large sized company with learning and growth potential.
Experience	<p>Director of Web and Multimedia <i>Jewish Federation of South Palm Beach County</i> (http://www.jewishboca.org) Boca Raton, Florida June 2009 to Present</p> <ul style="list-style-type: none">• Design, Development, Programming and Layout. Responsible for all graphic design and appearance of websites, site functionality, graphic layouts and templates. Web code: HTML, CSS, PHP, ASP. Copy and content for online marketing campaigns, printed brochures and media collateral. New website redesign launch April 2010.• Multimedia / Videos. Development and design of Flash animations, YouTube.com videos, Facebook videos, DVD Productions, MS PowerPoint Slide Show Presentations, and Issuu.com PDF documents.• SEO/Content Manager/Blog. Responsible for management and content for company blog website (www.jewishboca.org/billsblog), Search engine optimization incentives (i.e. third party websites; MySpace.com, LinkedIn.com, YouTube.com, Squidoo.com), Google Webmaster sitemaps administration, keywords for website and keyword page development.• Social Networking (Facebook/Twitter). Responsible for 4 Facebook pages (www.jewishboca.org/facebook) with over 300 fans and daily updates and postings. JFSPBC Twitter page (www.jewishboca.org/twitter) with over 200 fans and daily tweets.• Email Communications and Online Marketing. Design, development and maintenance of monthly email newsletters "This Week at Federation" (sent weekly to over 11,000 subscribers (www.jewishboca.org/twf), broadcast emails (over 100,000 emails monthly), Web banners throughout main website and affiliate agencies. Manage and maintain all eblast communications for internal and external clients, vendors and donors.• Online Donations and Event RSVPs. Manage and maintain all online donations for Jewish Federation of SPBC. Manage all Event RSVPs via the website for all Federation departments and foundations. <p>Senior Web Designer/Developer <i>Electronic Appraiser, Boca Raton, Florida</i> August 2006 to March 2010</p> <ul style="list-style-type: none">• Design and Layout. Responsible for all graphic design and appearance of websites, site functionality, graphic layouts and templates. Web code: HTML, CSS, PHP, ColdFusion, ASP. Copy and content for online marketing campaigns, broadcast emails, printed brochures and media collateral.• Multimedia / Videos. Development and design of Flash animations and YouTube.com videos.• SEO/Content Manager. Responsible for management and content for company blog websites, Search engine optimization incentives (i.e. third party websites; MySpace.com, LinkedIn.com, YouTube.com, Squidoo.com), Google Webmaster sitemaps administration, keywords for website and keyword page development.• Affiliate / New Business. Responsible for new business endeavors for Electronic Appraiser websites. Initial proposal writing and budget evaluations. Legal agreements documents, client relations with partners and affiliates. Daily management of affiliate programs (Commission Junction, LinkShare and Internal program). Development and maintenance of monthly email newsletters & banners.

Creative Director of Interactive Services

Rampage Interactive (a division of CooperDDB), Coral Gables, Florida

January 2000 to May 2005

- **Design and Layout.** Responsible for all graphic design and appearance of websites, site functionality, graphic layouts and templates. Web code: HTML, CSS, PHP, ASP. Copy and content for online marketing campaigns, broadcast emails and search engine optimization.
- **Supervisor.** Responsible for management of four internet design/development staff. Full control of web design, development, new media campaigns, search engine marketing and broadcast emails for over 15 clients. Client relations and account management for existing clients.
- **New Business.** Responsible for new business endeavors for Rampage Interactive. Client meetings, initial proposal writing and budget evaluations. Legal agreements documents.

Internet Programmer/Analyst

Sun-Sentinel Electronic Publishing, Fort Lauderdale, Florida

October 1998 to January 2000

- **System Integration.** Responsible for MLS System for Homespot.com. Parsing database information and organizing content
- **Web Development.** Responsible for all of Sun-Sentinel's online classified systems for front end page integration with database systems (cars.com, sunsentinel.com/classifieds, sun-sentinel careerbuilder, homespot.com)

Manager of Web Development

New River Technologies, LTD., Ft Lauderdale, Florida

June 1997 to October 1998

- **Design and Layout.** Responsible for all graphic design and appearance of websites. HTML coding, Netscape LiveWire backend dynamic with SQL databases, GIF animations, Java and JavaScript development, site functionality, graphic layout
- **Web Administrator.** Responsible for management of web design staff. Worked closely with corporate partners and staff for site development and online market strategies.

Manager, Internet/Web Development and Design

AdvanceNet Corporation, Buffalo, New York

December 1995 to August 1997

- **Design and Layout.** Responsible for all graphic design and appearance of websites. HTML coding, IIS Server and ASP (Active Server Pages) development with Microsoft SQL and Access databases, GIF animations, Java and JavaScript development, site functionality, graphic layout
- **Web Administrator.** Team leader and developer. Responsible for management of web designing staff. Full control of web design and implementation.

Skills

Computing Environments/Programs

MacOS, Windows 7/Vista/XP, Windows 2003/2000/NT/IIS, System V UNIX, IBM CMS, and Microsoft Office Suite (Access, Word, Excel, Outlook, PowerPoint, Project, Publisher and MovieMaker), Microsoft Exchange Server

Web Design/Development

WEB 2.0, HTML, CSS, CGI, DHTML, Adobe Photoshop CS4/3/2, Adobe Illustrator, Adobe InDesign, Acrobat, Adobe Encore, Adobe Premiere, Macromedia Flash, Macromedia Dreamweaver Suite, IPIX (360 Photo Technology), CorelDraw, Ulead, Sony Vegas+DVD Production Suite (Vegas 6, DVD Architect 3 and Dolby Digital AC-3 encoding), Web 2.0, SlideShow Pro, Drupal

	<p>Programming Languages Active Server Pages (ASP), HTML, DTML, PHP, SQL, MySQL, TCL, UNIX C Shell, XML, Java, JavaScript, C/C++, Perl, RSS, Drupal, JQuery, AJAX</p> <p>Web Content Management Systems Drupal, Accrisoft Freedom, Vignette StoryServer 4.0, Netscape LiveWire, Microsoft SourceSafe, OnDisplay CenterStage (parsing tool for database information), Mambo/Joomla!, Hot Property (Real Estate Management System), Zen Cart (e-commerce), Menalto (photo gallery), Magento (e-commerce), WordPress</p> <p>Programming Environments Studying iPhone Applications, Ruby on Rails, Microsoft SharePoint 3.0, Microsoft CRM 6.0, Microsoft .NET</p> <p>SEO (Search Engine Optimization) / Affiliate Programs / Blogs / Social Networking Google Webmasters Tools/Analytics, Google Blogger, WordPress, Commission Junction, Linkshare, YouTube.com Content Channels, MySpace.com, Squidoo.com, Namyz, LinkedIn, Facebook Pages, Twitter</p>
<p>Education</p>	<p>State University of New York at Buffalo, 1993 to 1995 Pursued a B.S. in Computer Sciences and a B.A. in Biological Sciences Attended university for 2.5 years</p> <p>Adelphi University, 1990 to 1993 Pursued a B.S. in Biological Sciences Attend university for 3 years</p> <p>Holy Trinity High School Hicksville, New York Graduated June 1990 with Honor's New York Regents Diploma</p>

Recommendations for Tom Sokolowski from LinkedIn Account

<http://www.linkedin.com/in/tomsokolowski>

Director, Web Development & Multimedia Jewish Federation of South Palm Beach County

"Tom is one of the most professional individuals that I know, he has a gift of assessing a situation and navigating through it effortlessly. Tom is extremely intelligent and creative. Most importantly, he is always proactive. He usually has a project finished before I even have the chance to ask him about it. Tom has given myself and our organization insight and support since he came on board and has been a tremendous asset to our organization. His combination of positive attitude, desire to help others, and endless energy and personality make him truly stand out. Tom always sees the glass as more than half full. When you work with Tom, you can be sure that he is not afraid of a challenge. It is truly a pleasure to work with Tom on a daily basis. I highly recommend him." April 6, 2010

Jessica Roof, Senior Director, Metro Division, Jewish Federation of South Palm Beach County worked directly with Tom at Jewish Federation of South Palm Beach County

"Tom is one of the most hard working people that I have ever had the pleasure of working with. His dedication to his craft makes him a true asset to any company or organization he is a part of. Any task presented Tom's way is managed and handled in such a quick response; you NEVER need to ask twice. He is a go-getter, extremely innovative and stays ahead of the game. His positive, team-player approach to anything that lands on his plate makes me honored to be working with him." April 1, 2010

Shanna Vinig, Creative Director, Jewish Federation of South Palm Beach County worked directly with Tom at Jewish Federation of South Palm Beach County

"Tom brings a terrific array of web development and multimedia skills to his work, and continually seeks out new knowledge and programs as a matter of course. He is also a great manager, using resources wisely and motivating people skillfully. He works at lightning speed with great creativity. He anticipates needs and meets them continually, and is a patient teacher. One could not possibly ask for more!"
March 31, 2010

Andrea Schuver, Director of Public Relations, Jewish Federation of South Palm Beach County worked directly with Tom at Jewish Federation of South Palm Beach County

**Web Manager/Developer/Designer
Electronic Appraiser (www.electronicappraiser.com)**

"Tom is that rare Internet Developer and Designer that actually gets the "point" the first time around. Whether the task involves designing a simple interface or laying out the full functionality of a robust site, he understands how to make it flow seamlessly. Tom is a well rounded team player that can handle many aspects of web development and can communicate tasks with each team." October 16, 2008

Greg Sullivan, President, Electronic Appraiser, Inc. managed Tom at Electronic Appraiser (www.electronicappraiser.com)

**Manager, Web Development Group
New River Technologies (Certified Vacations Group)**

"Tom was a pleasure to work and truly dedicated to his job. He consistently was trying to develop innovative solutions to the challenges at hand. I would highly recommend Tom." September 16, 2008

Georgianne Brown, Vice President Consumer Marketing / President New River Technologies (wholly owned subsidiary), Certified Vacations Group managed Tom at New River Technologies (Certified Vacations Group)

References

Greg Sullivan, President of Electronic Appraiser
Phone: (561) 338-1890 ext 303
Phone2: (561) 702-5596
Email: gsullivan@electronicappraiser.com
Email2: gmsully@gmail.com
Relationship: President of Electronic Appraiser and Triumph LLC

Nicole Contegni, Media Supervisor
Phone (786) 385-8285
Relationship: Business contact for CooperDDB

Erryn Abiri, Senior Project Manager and Account Relations Manager
Phone: (561) 852-3165
Phone2: (954) 773-6272
Email: erryna@bocafed.org
Website: <http://www.jewishboca.org>
Relationship: Supervisor at Jewish Federation of South Palm Beach County

Shanna Vinig, Senior Art Director
Phone: (561) 852-5005
Email: shannav@bocafed.org
Website: <http://www.jewishboca.org>
Relationship: Work Colleague at Jewish Federation of South Palm Beach County

Reade Palmer, President of Sustainable Surfaces in Fort Lauderdale, Florida
Phone: (954) 533-3272
Email: reade@ssquaredfl.com
Website: <http://www.bouncerubber.com>
Relationship: Coral Heights Productions / Web Services client since October 2008

David Lawrence, Jr., President - The Early Childhood Initiative Foundation and Former Publisher of The Miami Herald
Phone: (305) 646-7229
Email: dlawrence@childreadiness.org
Website: <http://www.teachmorelovemore.org>
Relationship: Rampage Interactive client since April 2000

Celeste De Armas, President of Nueva Cocina Foods in Miami, Florida
Phone: (305) 891-9900
Email: info@nuevacocinafoods.com
Relationship: CW/Rampage Interactive was President & CEO

Ana Sejeck, Chief Operating Officer – The Early Childhood Initiative Foundation
Phone: (305) 646-7231
Email: asejeck@childreadiness.org
Website: <http://www.teachmorelovemore.org>
Relationship: Rampage Interactive client since April 2000

Georgianne Brown, President of Big Couch Media Group
Email: georgie@bigcouchmedia.com
Relationship: President of New River Technologies

Internet Sites Developed, Designed and Managed

Jewish Federation of South Palm Beach County (JFSPBC)

Main Website (all pages and content)
www.jewishboca.org

Bill Bernstein's Blog (CEO & President)
www.jewishboca.org/billsblog

Facebook Pages
www.jewishboca.org/facebook
www.jewishboca.org/metrofacebook

Twitter Page
www.jewishboca.org/twitter

Issuu.com Document Center
www.issuu.com/jewishboca

YouTube.com Content Channel
www.jewishboca.org/youtube

This Week at Federation (Weekly eNewsletter)
www.jewishboca.org/twf

Coral Heights Productions LLC Websites

Tom Sokolowski – Web Site Portfolio
www.tomsokolowski.com
www.coralheightsproductions.com

Bounce Rubber
www.bouncerubber.com

Little Yellow Bicycle
www.mylyb.com

Seahorse and Seahorse Hawaii Foundation – (Coral Heights and Gatman Services)
www.seahorse.com
www.seahorsehawaii.com

P.L. Como Writer
www.plcomo.com

Guard Dog Mats
www.guarddogmats.com

Electronic Appraiser Websites

Electronic Appraiser
www.electronicappraiser.com

Electronic Appraiser Blog Site
<http://blogs.electronicappraiser.com>

ByOwnerMLS.com – For Sale By Owner
www.byownermls.com

ByOwnerMLS.com Blog Site
<http://blogs.byownermls.com>

ReliaCredit.com – What's Your Credit Score?
<http://www.reliacredit.com>

ReliaCredit.com Blog Site
<http://blogs.reliacredit.com>

CheckRealEstateAgents.com
www.checkrealestateagents.com

Full Appraisals
www.fullappraisals.com

Rampage Interactive Websites

Rampage Interactive
www.rampageinteractive.com

World's Leading Cruise Lines
www.worldsleadingcruiselines.com

United Way of Miami-Dade
www.unitedwaymiami.org

CLIA – Cruise Line International Association
www.cruising.org

Carnival's Travel Agent – Ad Wizard Application – ADWizard
www.bookccl.com

The Early Childhood Initiative Foundation
www.teachmorelovemore.org

The Miami Heat – Hoops Gear
www.miamihoopsgear.com

The Early Learning Coalition of Miami-Dade/Monroe
www.elcmdm.org

Panelfold
www.panelfold.com

Smith & DeShields
www.smithanddeshields.com

French Luggage
www.frenchluggage.com

Rsyachting
www.rsyachting.com

Sun Sentinel (Tribune Interactive) Websites

Sun-Sentinel.com – Homespot
www.homespot.com

Sun-Sentinel.com – Cars.com
www.sun-sentinel.com/cars

Wallpapers.com
www.wallpapers.com

New River Technologies Websites

Delta Vacations
www.deltavacations.com

Continental Airlines – Cool Vacations
www.coolvacations.com

Future Vacations
www.futurevacations.com

More websites and other Internet projects available upon request.