

Len Dozois

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Hands-on software developer and experienced marketing professional with a track record for driving revenue and increasing profitability by combining advanced software solutions with innovative marketing concepts.

ACCOMPLISHMENTS

- Developed HUD-approved online mortgage education program in WordPress/PHP
- Developed online residential rental property management sites in WordPress.
- Developed DOJ-approved pre-bankruptcy education course for debtors using WordPress.
- Developed DOJ-approved post-bankruptcy education course for debtors using WordPress.
- Interfaced multiple WordPress e-commerce sites to one common backend order processing program using WordPress and PHP.
- Developed custom list management software using PHP/MySQL.
- Reduced email unsubscribes by 30% by developing more targeted content.
- Led \$2.5M infrastructure conversion project to new e-commerce commerce platform.
- Wrote direct mail letter that resulted in 2.5 million dollars in software sales.

EXPERIENCE

BobCAD-CAM, Clearwater, FL — *Technical Marketing Director*

08/2012 – 05/2015

- Directed the digital and traditional marketing projects.
- Led team of designers, writers, programmers and webmasters in a WordPress environment.
- Managed development and design of multiple web properties using WordPress, PHP, MySQL.
- Planned and executed e-mail, direct mail and print media campaigns.
- Interfaced web properties with CRM system (PHP/MySQL).
- Created lead conversion tracking system. (PHP/MySQL)

CopySurgery, Clearwater, FL — *Consultant*

10/2008 – 07/2012

- Created press releases, brochures, sales letters, email marketing, advertising materials and marketing plans.
- Wrote and recorded voice-over ads for radio and streaming audio spots.
- Edited and created manuscripts, annual reports and white papers.
- Ghost-wrote non-fiction books.
- Created web sites using Linux, Apache, WordPress, MySQL and PHP (LAMP).

PREVIOUS POSITIONS

Marketing Manager – OneSimpleLoan, LLC – Oldsmar, FL 02/2005– 09/2008

Director of Internet Marketing – Systemax, Inc. - Ft. Washington, NY

01/1997 – 02/2005

Founder – ZAC Catalogs 10/1992 – 01/2005

Law Enforcement Specialist – United States Air Force 08/1972 – 07/1978

SKILLS

- A/B Testing
- Branding
- Campaign Mgmt
- Copywriting
- CSS
- Digital Media
- Direct Mail
- Email Marketing
- Facebook
- Google+
- HTML5
- JavaScript
- jQuery/Ajax
- KPI Analysis
- Landing Pages
- LinkedIn
- List Management
- MySQL Database
- PHP
- Pinterest
- PPC
- Print Media
- Project Management
- Public Relations
- Script Writing
- SEM
- SEO
- Social Media
- Surveys
- Twitter
- Video Marketing
- Voice-over
- Web Development
- Webinars
- WordPress
- XML
- XML
- YouTube

