

Bill Haenel

Digital Media Developer

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Summary

I am a Digital Media Developer with varied and broad experience in multiple industries, matched with a solid background of real world knowledge and experience in sales, marketing and business in both the digital and tangible worlds.

I aspire to find the simplest solutions to the communication challenges we face in this digital age, using as much or as little technology as might be appropriate in a given situation.

Specialties

I specialize in developing digital channels for media organizations.

My background in web application & property development, broadcasting, advertising, marketing, and industrial testing gives me a unique perspective blending media, measurement, technology, content and audience.

I have a talent for communicating clearly and simply about both the technical and the non-technical. I analyze the details of a scenario, form a big-picture, and explain the benefits and disadvantages to others.

Experience

Digital Media Developer at North Country Public Radio

July 2010 - Present (1 year 11 months)

Building the online teapot, in preparation for NCPR's special blend of news, media and information tea.

Principal Consultant at Haenel Communication Technologies

1998 - Present (14 years)

HCT provides assistance to clients within public media and other NFP sectors. Our specialties include:

- Internet Property Development
- Communication Strategies for New Media / Social Media
- Content Management Solutions
- Media and Content Delivery and Syndication
- Web Analytics and Search Visibility Analysis
- Collaborative Projects for Public Media
- Online Retail Solutions and Support

6 recommendations available upon request

Project Director / Web Manager at Public Media Metrics (project)

June 2007 - June 2010 (3 years 1 month)

In partnership with Mark Fuerst (and the Integrated Media Association at that time), we developed the concept, measurement matrix, technical framework and marketing effort for Public Media Metrics, the first (and at that time only) web analytics system designed specifically for Public Broadcasting.

PMM was based on Google Analytics, which, when PMM was conceived, was truly in its infant stage. We GA-tagged over 100 public broadcasting sites from around the US and Canada, collected their traffic data, analyzed the results, and prepared custom, comparative reports and commentary for the collective group of pubcasters.

We created a PHP/MySQL-based backend interface to collect and report the data from Google Analytics, prior to the existence of the GA API, then after its release.

Traffic was broken into categories by radio/TV, format, region and market size. Stations were then able to compare their data to other stations in their category, or against the entire system.

In addition we invited guest analysts and advisors to present useful information to help stations improve their metrics, and analytics experts to coordinate funnel testing and other similar group analysis.

The PMM project was CPB-funded, introduced over 100 public broadcasters to the concept and benefits of web traffic analysis, and provided the first system for pubcasters to understand their website traffic in the context of a national arena.

Web Manager at North Country Public Radio

January 2001 - June 2004 (3 years 6 months)

Helped to lead NCPR through the process of determining how to best create, maintain and market their presence online. Managed and cooperated in managing the launch of E-newsletters, online membership systems, and streaming audio services. Created broadcasting-specific content management application called Public Media Manager, for managing the growing site and its various features. Public Media Manager was released into public development space and has been tested and implemented by several stations world-wide.

Marketing Manager at DeFelsko Corporation

October 1996 - October 2000 (4 years 1 month)

DeFelsko Corporation is one of the world's leading manufacturers of instruments for measuring coating thickness. As Marketing Manager my responsibilities included brand and product management, copy writing, coordinating trade shows and events, coordinating promotional campaigns, developing and managing the company's multi-national advertising plan, devising product design and packaging, managing design and production of brochures, advertisements and promotional literature, and technical sales of the company's entire line of testing instruments.

Skills & Expertise

Web Analytics
Web Development
Digital Strategy
Digital Media
CSS
HTML
PHP
Information Architecture
MySQL
Google Analytics
CMS
Wordpress
E-commerce
Social Media
JavaScript

Education

Berklee College of Music
1988 - 1990

Interests

Media & Communication, Fishing, Music, Family - *Is* there anything else?

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6 people have recommended Bill

"Bill Haenel has both a grasp of detail and the big picture in building online environments and tools. In his work for North Country Public Radio, he has built everything from a full custom open-source content management system to one-off widgets and tools for specific tasks. He is particularly valuable in his understanding of the needs and mission of public media operations, and has a deep background in public media strategy, best practices and performance measurement. Dale Hobson NCPR web manager"

— **Dale Hobson**, was Bill's client

"Bill did terrific work for the Essex Community Calendar website. Our was a complex job and he delivered everything as requested and on our tight schedule. Plus, Bill was superb at answering our follow-up questions after the site was up. We would definitely recommend Bill and would gladly use him again should our Calendar ever expand."

— **David Reuther**, was Bill's client

"I've known Bill for several years and have seen him do great work. He's also very smart and can answer complicated technical questions in terms that non technical people can understand. I strongly recommend Bill."

— **Betsy Harman**, *President, Harman Interactive LLC*, was with another company when working with Bill at Haenel Communication Technologies

"Bill has an extensive knowledge of marketing. This knowledge combined with his tactical execution experience in both old and new media and Bill becomes an invaluable team member."

— **Mark Ovaska**, *Partner & Creative Lead, Kinetics Group, LLC*, worked with Bill at Haenel Communication Technologies

"Bill is a thorough and hard working software developer with a drive to meet real needs in a sustainable and scalable way. Collaborating with him comes more easily than working with many others because he brings a well defined project map to the table."

— **Harvey Ramer**, *Owner, Design Delineations*, was with another company when working with Bill at Haenel Communication Technologies

"Bill has an excellent understanding of Web-based technologies & marketing which he brings together with a commitment to results. He is always an invaluable member when present as part of a project."

— **Mark Ovaska**, was with another company when working with Bill at Haenel Communication Technologies

[Contact Bill on LinkedIn](#)