

BILL HAENEL

Internet Developer, Manager, Marketer

Experience

Internet Technology Consultant (8 yrs, Jan. 1998 - Present):

The bulk of my experience in **Internet Technology** has been accumulated during the past **eight years**. I currently operate a **consultancy** (Haenel Communication Technologies, hcomtech.com) which focuses on Internet, **Web & Software Development**, Information Systems **Design & Implementation**, and **Marketing & Management Strategies** for local and national businesses and organizations. Our firm serves a diverse array of industries from banking to manufacturing, from education to museums, from music to major media, and more.

I also operate a **web design and hosting business** that specializes in simple, **content-focused solutions** for all types of organizations who require assistance deciding how and when to build and host a website for their organization.

Web Manager

North Country Public Radio (3+ yrs, Jan. 2001 – Jun. 2004):

My most recent employer, **North Country Public Radio** (ncpr.org) is a public radio station (NPR member station) in Canton, NY, USA. The station is rapidly gaining a reputation amongst the public broadcasting community as a **leader in the field** of online communication. This is largely due to **work I did during my nearly four year term** at NCPR as their **Web Manager**, planning, developing, implementing and maintaining the station's website.

Over the time I worked with the station, we created from the ground up, the **architecture, design, content, and content management system** that quickly became an online community built by, for and of its own members. In addition, my **PHP/MySQL-based applications** (Public Media Manager, available at pmm-cms.sourceforge.org) have been funded by the **Corporation for Public Broadcasting** as seed corn for developing the sites of other public radio stations around the country.

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I have also assisted in a few **community projects**, including the development of part of the (eventually) unused Member-to-Member showcase at f2o.org

Skill	Yrs. Experience	Yr. Last Used
Project Management	10	2006
PHP/MySQL	6	2006
Windows NT	8	2006
CSS	5	2006
Linux	4	2006
Strategic Planning	8	2006
Multimedia Production	8	2005
Streaming Media	6	2005
HTML	8	2006
Personnel Management	14	2005
Sales & Marketing	19	2006

Marketing Manager

DeFelsko Corporation (4 yrs, Oct. 1996 – Oct. 2000):

Previously, I held a four-year position as **Marketing Manager** for one of the world's **leading manufacturers** of instruments for testing industrial coatings, DeFelsko Corporation.

My responsibilities included copy writing, coordinating promotional campaigns, developing the company's annual, multi-national advertising plan, devising product design and packaging, managing production of brochures, advertisements and promotional literature, and of course, technical sales.

Advertising Manager

Adirondack Media Concepts (1 yr, Oct. 1995 – Oct. 1996)

For a brief period of time, I was the sole operator of a startup advertising agency in Northern New York State called Adirondack Media Concepts. My duties at AMC included seeking and developing new markets and the clients within

those markets, working with clients to develop their advertising campaign, negotiating rates and plans with radio, television and print media sources, and producing print and radio ads for our clients.

Manager

Wentling Photography (3+ yrs, Aug. 1992 – Oct. 1995):

Before that I worked for several years as **Manager** of photo equipment retailer Wentling Photo (since then purchased by Ritz Camera), in **Walnut Creek California** at their leading office. During that time I had the opportunity to sharpen my sales skills and learn to serve customers. More importantly, this was my true first experience with **personnel and sales management**. I was personally responsible for the **complete operations** of two locations with sales in the **multi-million** dollar range. Previous to this, I worked for three years as Assistant Manager of a retail photo studio/processing lab, Photos While You Wait in Middletown NY, and for two years before that as a Sales Maker with Radio Shack in Boston MA.

Education

Berklee College of Music:

My **education** started at Berklee College of Music in **Boston, MA** in the year 1988, where I studied Film Scoring and Music **Production & Engineering**. The experience I garnered at Berklee led me to understand that my future would be successful if I pursued a career in **Communication and Technology**. Indeed, my assessment was correct, and in fact my exposure to the world of **multimedia and audio technology** has proven to be useful in many ways over time.

Research & Study:

My greatest **educational achievement** has been learning as much as I have about **Internet Technology** without **formal training**. As it has changed **from emergent, to accepted, to widely used**, the Internet has changed a great deal, and so has the science behind its **production and delivery**.

Resources for formal education in this field are few and far between. As a result, truly **successful Internet Technology professionals** must be both **diligent and responsible** in seeking, studying and applying new information and technology as it becomes available.

Readiness

I'm ready to take on your **project** or **enterprise endeavor**. My **consultancy** and **studio** are actively **accepting project inquiries** an RFP's at this time.

Please **contact me** at your earliest convenience if you have any questions about how I or one of my offices might assist you with your internet technology needs.

Thank you!

Website Portfolio: View at <http://www.webmarketingworx.com/portfolio.asp>

Business Website: Visit at <http://www.hcomtech.com>

Open Source Project Website: Browse at <http://www.pubforge.org>

Personal Blog: Read at <http://www.billhaenel.com>

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