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	**Director of Web and Multimedia** *Jewish Federation of South Palm Beach County (http://www.jewishboca.org)* Boca Raton, Florida June 2009 to June 2012 • **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. JQuery, 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, Search engine optimization incentives (i.e. third party websites; MySpace.com, LinkedIn.com, YouTube.com, Squidoo.com), Google Webmaster/Analytics, sitemaps administration, keywords for website and keyword page development. • **Social Networking (Facebook/Twitter).** Responsible for 5 Facebook pages (www.jewishboca.org/facebook) with over 900 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 15,000 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. From 2011 to 2012 over $1.5 million dollars received via credit cards from donations, payments, and event rsvp couverts. • **Responsible Web Management of Sister Agency Websites.** Performed daily maintenance for web development, design, content management for Ruth Rales Jewish Family Service (www.ruthralesjfs.org) and Adolph & Rose Levis JCC (http://www.levisjcc.org) **Senior Web Designer/Developer** *Gatman Interactive Media Services*, Fort Lauderdale, Florida March 2008 to July 2008 • **Design and Layout.** Responsible for all graphic design and appearance of websites, site functionality, graphic layouts and templates. Web code: HTML, CSS, PHP. Copy and content for online marketing campaigns, broadcast emails, and media collateral. • **Multimedia / Videos**. Development and design of Flash animations and YouTube.com videos. • **Technical Support/Maintenance.** Responsible for setting up UNIX servers, MySQL Databases, and third party applications for clients. Troubleshoot any technical problems and support for clients - NTT/Verio Solutions.

- **SEO/Content Manager.** Responsible for management and content for client 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.

Senior Web Designer/Developer
Electronic Appraiser, Boca Raton, Florida
August 2006 to March 2010

- **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 **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 **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 **Programming Environments Studying** iPhone Applications, Ruby on Rails, Microsoft SharePoint 3.0, Microsoft CRM 6.0, Microsoft .NET **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
Education	**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 **Adelphi University**, 1990 to 1993 Pursued a B.S. in Biological Sciences Attend university for 3 years **Holy Trinity High School** Hicksville, New York Graduated June 1990 with Honor's New York Regents Diploma

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 communicates 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 (Certifed 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

Shanna Vinig, Senior Creative 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

John Gattuso, Owner of Gatman Services in Fort Lauderdale, Florida|
Phone: (954) 761-8273
Email: john@gatman.com
Website: http://www.gatman.com
Relationship: Worked as Web Developer/Design for his company.

Andrew Rose, Vice President of Marketing & Communications for the Jewish Federation of SPBC
Phone: (561) 852-5002
Email: andyr@bocafed.org
Website: http://www.jewishboca.org
Relationship: Supervisor at Jewish Federation of South Palm Beach County

Danielle N. Hartman, President & CEO of Ruth Rales JFS in Boca Raton Florida
Phone: (561) 852-3343
Email: danielleh@rrjfs.org
Website: http://www.ruthralesjfs.org
Relationship: President of Ruth Rales Jewish Family Service

Greg Sullivan, President of Electronic Appraiser
Phone: (561) 702-5596
Email: gmsully@gmail.com
Relationship: President of Electronic Appraiser and Triumph LLC

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

Internet Sites Developed, Designed and Managed

Jewish Federation of South Palm Beach County (JFSPBC)

Main Website (all pages, html, css, jquery and content)
www.jewishboca.org
www.ruthralesjfs.org
www.levisjcc.org

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 Applicaton – 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.