

DAVID MACK

40 Squannacook Drive • Groton, MA 01450
www.consultecsoftware.com • david_mack@consultecsoftware.com • 978-502-7607

Experience: Website Design & Development

2002 - Present

Qualification Summary

Over seven years of experience in designing and developing professional and project websites as a freelance consultant and corporate contractor.

Portfolio Site: www.consultecsoftware.com

Proficient in a range of web design technologies and tools, including:

- XHTML, CSS and HTML hand-coding
- Photoshop graphic design, site mockups and conversion to XHTML/HTML
- Search Engine Optimization (SEO)
- Flash multimedia authoring
- Dreamweaver web design and development
- Content Management Systems (CMS)

ConsulTec Software

Web Designer, Principal and Sole Owner

Groton, MA

2002 - Present

Specialize in creating and managing all aspects of client website projects, from initial conception through design, development and maintenance. Focus on website design for small businesses and non-profit entities. Contract with corporate clients for special web-related projects and to augment existing web teams.

- Designed and developed 17 professional and project websites as sole freelance consultant.
- Created Flash-based product demos and product introduction animation clips for corporate clients.
- Performed extensive Photoshop image editing for new product line marketing materials.

PRTM Management Consultants

Web Specialist

Waltham, MA

2007 - 2010

Contracting as part-time webmaster for leading management consulting firm, augmenting existing website staff. Extensive use of Ektron Content Management System and Photoshop for content creation, image editing and site management. Assume role of primary webmaster as needed.

- Created over 120 pages of site content to date.
- Actively involved in creation of PRTM localized/international websites.
- Participated in planning and implementation of corporate SEO project.

University of Massachusetts - Lowell

Lowell, MA

1999 - 2002

Website Design and Development Certification Program

- Earned cumulative GPA of 3.95.
- Taught modules for Intro to HTML and Dreamweaver courses.

Experience: Product Management & Marketing

1984 - 1998

Qualification Summary

Over twelve years of product management and marketing experience for Windows and Unix-based software and system products. Experienced in all aspects of product management, including:

- Creation and implementation of strategic business and marketing plans, product definition, positioning, competitive analysis, pricing and product introductions.
- Creation and implementation of sales tools and marketing programs, including web-based sales tools, direct mail, customer seminars, advertising and product promotions.
- Third-party software, platform vendor and OEM relationship management.

Rational Software

1994-1998

Competition Product Marketing Manager

Lexington, MA

1997-1998

Managed competitive information program for Rational's industry-leading change management software products for Windows and Unix platforms. Researched competitors and provided in-depth competitive analyses for use by field sales, telesales and product management.

- Created new set of effective competitive analysis tools, including detailed analyses on all major competitors. Significantly improved quality and quantity of competitive information.
- Effectively managed network of internal and external competitive market research resources.

Product Manager

Lexington, MA

1994-1997

Managed entire line of Rational's change management software products for Windows and Unix platforms.

- Successfully planned and executed worldwide launch of next generation Windows change management software products.
- Created new pricing and licensing strategy to maximize revenue generation, and increase flexibility for customers.
- Developed and implemented targeted promotional programs to Rational installed base, resulting in 25% increase in defect-tracking product revenue per month.

EMC Corp.

Senior Product Marketing Manager

Westboro, MA

1993-1994

Managed full range of client/server backup and hierarchical storage management software for Windows and Unix platforms.

- Successfully introduced EMC's first multi-platform software products.
- Created new software pricing strategy to maximize revenue on mid-range and high-end servers.
- Developed and implemented business plans for OEM and Joint Marketing partnerships.
- Created highly effective sales tools for new product introductions that were adopted as corporate standard.

MathSoft, Inc.

Product Marketing Manager

Cambridge, MA

1992-1993

Managed symbolic math software products for Windows, Macintosh and Unix platforms. Developed and implemented business plans and introduced new product releases.

- Increased revenues by solving wide range of pre-existing product issues in production and customer service, and use of effective direct marketing programs.
- Reestablished and improved relationships with Apple, Hewlett-Packard, IBM, Silicon Graphics and Sun Microsystems.

Hewlett-Packard Co.

1981-1992

Product Manager, Product Marketing Manager, Sales Representative

Chelmsford, MA

1991 -1992

Fort Collins, CO

1984 - 1991

Albany, NY

1981 - 1984

- Marketed HP workstation and PC products to government and major accounts.
- Managed Windows Compatibility Products program for HP Unix workstations.
- Directed strategic workstation business deals and relationships, and provided sales support and technical consulting to field sales force.
- Received award for highest sales quota performance in district.

Education

Clarkson University

Potsdam, NY

1977-1981

Bachelor of Science degree in Industrial Engineering specializing in Technical Marketing.