

# ALEKSANDR DROGOBETSKI

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## QUALIFICATIONS PROFILE

Highly accomplished and multitalented in designing user-centered websites and print materials with extensive track record of exceptional design, development, launch, and management of websites and interactive media. Presenting entrepreneurial spirit by enjoying in engaging in array of different web technologies and projects.

### CORE COMPETENCIES

- Business/Creative Background
- Knowledge and Use of SEO
- Superb Debugging Skills
- *Platforms Used:* Windows XP, Windows 7, Mac OS and Linux
- *Web Development:* HTML, CSS, HTML5, CSS3, XHTML, XML, Dreamweaver CS5, Firebug, JavaScript
- *Graphic Design:* Illustrator CS5 and Photoshop CS5
- *Working Knowledge:* jQuery, PHP, phpMyAdmin, MySQL, API, JSON
- *CMS:* Joomla, WordPress

## RELATED EXPERIENCE

DROGOBETSKI DIGITAL AGENCY – Los Angeles, California • [portfolio.digital-agency.com](http://portfolio.digital-agency.com)

**Web Designer / UX / UI** July 2008 to Present

Creating websites from scratch and following through the project from sunrise to sunset, while achieving a user-centered design. Conducting research of audience by reviewing analytics, visiting forums, reviewing call logs in order to create models of improvement to present findings to the stakeholders. Elaborate on site-maps to create wireframes based on finding methods and testing prototypes against a selected audience by using an array of different technologies while maintaining browser integrity.

- **Disney Interactive Media Group** [www.dimg.com](http://www.dimg.com): Implemented Google's DoubleClick ads into three websites with different server environments (Linux, Tea, Java) while modifying CSS to have seamless transition until go-live. Replaced Flash Video player with Kaltura in order to render HTML5 for mobile devices, modified CMS to allow control options for publishers. Tested and debugged in various environments, reported and solved issues, while documenting changes and maintaining clients timeframe goals.
- **Legopedia** : side-project: Originated a Lego fan community with automated article posting from RSS feed and used Facebook API to create an account through Joomla, created a rewards system for participation.
  - In 1 months time frame ranked on first page of Google for term "lego," growing new visitors by 150%.
  - *Per commercial attempt on a trademarked product and sites sudden popularity, the Lego Group and their Attorney's required the site to be removed.*
- **Musician's Friend (Guitar Center)**  [www.musiciansfriend.com](http://www.musiciansfriend.com): Developed email templates with email clients and browser standards in mind, while converting promotions, articles, buying guides, interviews, and other media to XHTML/CSS. Created A/B test marketing emails to study customer behavior based on provided content variations. Presented landing pages for email campaign that optimized sale conversions.
  - Improved spam filtering by 66%, sale conversions by 20%.
- **Ticket Platform**  [www.ticketplatform.com](http://www.ticketplatform.com): Designed over 30 different sites as requested based on client's requests of needs and wants and made revisions based on response. Proved UI/UX design implementation and feedback. Designed icons for app.
- **A Rockin Ice**  [www.arockinice.com](http://www.arockinice.com): Assembled Facebook company page with graphics and custom opening page and increased "likes" by 271% and customer post comments by 409% in a 3 month time frame. Implemented a WordPress website based on clients needs and increased requests for bookings.

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- ◆ Develop and provide client- and market-specific strategies for search engine advertising and optimization (SEO), pay-per-click (PPC) management, marketing communications and public relations, and social media presence development.
- ◆ Provide and manage hosting via reseller account with Rack Space Cloud.

COLLINS MANAGEMENT, INC. – Tucson, Arizona

**Front Office Manager**, April 2008 to March 2010

Contracted to facilitate business process transformation and provide operational leadership within advertising / PR agency, serving as a principle liaison between business and technical teams.

- ◆ Spearheaded key “green” initiatives and transition to predominantly paperless office environment; converted paper-based billing processes.
- ◆ Revamped the travel and loyalty program portfolio for improved expense avoidance.

NOVELL, INC. – New York, New York

**Client Manager**, August 2005 to August 2007

Built major Fortune 500 accounts within enterprise technology provider, performing aggressive account prospecting, acquisition, development, and retention; managed a \$1M annual renewal base. Created innovative promotional and marketing collateral targeted to specific prospects, industries, and markets.

- ◆ Instrumental contributor to team achievement of 205% revenue growth, substantially growing product portfolios for key accounts.
- ◆ Developed a customer relationship management (CRM) database in MS Access to facilitate improved account management practices.
- ◆ Designed an ROI analysis model for SuSE Linux Enterprise Desktop 10.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT), LINCOLN LABORATORY – Lexington, Massachusetts

**Network Administrator & Technical Assistant**, October 2002 to June 2005

Administered networks within technology R&D laboratory, performing account creation, maintenance, and support for laboratory users. Provided orientation, training, and mentoring to new support staff. Responded to and resolved Help Desk issues.

- ◆ Played a key role in planning, coordination, and implementation of new infrastructure technology and lab applications.
- ◆ Designed and introduced an improved process for expediting resolution of time-sensitive issues.

## EDUCATIONAL BACKGROUND

**Bachelor of Science in Business Administration – MIS Concentration**, 2005 • *Graduated cum laude*  
NORTHEASTERN UNIVERSITY, Boston, Massachusetts

**Language Skills:** Russian (intermediate literacy)

**Technical Proficiencies:**

*Worked with:* Kaltura Video Player, GoPublish, DoubleClick Ads, Axure RP Pro 6, Aptana, OmniGraffle, JSP built pages