

Creative, organized business analyst able to move easily between technology and business needs, who possesses excellent written and oral communication skills. Innovative architecture and development experience with both internal and external websites. Experienced manager in negotiation, leadership and project management. Strong team player with the ability to think strategically. Specializes in:

- **Business Analyst:** Thoroughly documenting business requirements, Use Case Specifications, Functional Specifications, Workflows and Unified Modeling Language (UML) diagrams, and knowledgeable about a variety of usability methods
- **Project Management:** Implementing successful projects by understanding system project lifecycles, Rational Unified Process (RUP), Agile and other requirement gathering methodologies
- **Strategy:** Conducting gap analysis, user acceptance testing, SWOT analysis, cost benefit analysis, and website measurement (WebTrends and HBX)
- **Development:** Proficient coding in HTML, ASP, JavaScript, and SQL
- **Applications:** Using a variety of software applications, including Outlook, Excel, PowerPoint, Word, Visio, Photoshop & Flash

## WORK EXPERIENCE

### Allstate Insurance Company - Northbrook, Illinois Senior Business Analyst

2007-Present

Gathered and implemented business requirements for [agencygateway.allstate.com](http://agencygateway.allstate.com)

- Led the facilitation of analysis sessions, created process documentation and a primary contact for project requirements.
- Introduced new features for the primary Allstate Agent application (Agency Gateway): implemented new customer policy search, integrated a household and policy summary and added support user features.
- Advocated various new procedures to improve project processes, which assisted in improving communication and achieving key delivery dates.

### Allstate Life Insurance Company - Northbrook, Illinois Business Analyst Manager

2002-2007

Managed and developed the strategy and business requirements for [www.accessallstate.com](http://www.accessallstate.com)

- Managed the performance and workload for five website analyst employees, two located remotely.
- Responsible for the continuous growth in registration, usage, and online transactions .
- Implemented website projects that have resulted in continual growth from 100,000 sessions per month in January 2005 to over 425,000 sessions per month in 2006, which also reduced the company's Operation costs dramatically. The website has consistently been ranked "EXCELLENT" and among the top 3 websites by the industry monitor.
- Successfully influenced and coordinated multiple large website initiatives across multiple departments. Projects included expanding the distribution areas accessing the website, developing a system to provide custom content with minimal maintenance, and implementing new self-service transaction capabilities.
- Promoted from Business Analyst to Business Analyst Manager after only one year with the company.

### Comark, Inc. - Bloomingdale, Illinois Senior E-Commerce Specialist

2001-2002

Designed and wrote for [www.comark.com](http://www.comark.com), [www.comarkg.com](http://www.comarkg.com), [www.pcwholesale.com](http://www.pcwholesale.com)

- Increased presence of Services Department on the Web sites, which increased from 11 to over 5000 unique visitors per month.
- Designed e-mail newsletters and product offers for Government & Education Web site, which grew its online sales from \$200,000 in 2000 to \$1.2 million in 2001, and to over \$300,000 per month in 2002.
- Redesigned the entire PC Wholesale Web site, which doubled its online customers in one year.

**Computer Discount Warehouse (CDW) - Vernon Hills, Illinois**  
Senior Project Specialist

**2000-2001**

Developed online marketing programs and features for [www.cdw.com](http://www.cdw.com)

- Developed growth strategy and key features for CDW's extranet program, which grew to over 60,000 active customizable extranets that generate over \$2.5 million in sales per day.
- Initiated and planned extranet campaign that generated over 10,000 new extranets with a 34% response
- Designed and developed creative content and images for extranet home page.
- Designed a user interface for a purchase authorization system that streamlined the procurement process and allowed customers to restrict their employees' buying power.
- Performance bonus for delivery of highly successful online campaign after only two months with the company.

**Allstate Insurance Company - Northbrook, Illinois**  
Interactive Marketing Department Project Coordinator

**1998-2000**

Designed and wrote for [www.allstate.com](http://www.allstate.com)

- Developed strategy and content for Allstate's web site including content management and personalization tool, helping to increase site traffic from 2,000 to over 11,000 visitors per day.
- Key contributor on the team developing the web site's next generation architecture.
- Managed Allstate's largest online advertising partnership with Microsoft Network (MSN).
- Created and maintained the department's Intranet web site to quickly train 15,000 employees and agents.
- Created Internet advertising banners which produced the company's highest click-through rate (6%).
- Implemented a system upgrade which automatically translated and sorted large volumes of e-mail.
- Promoted from Allstate Life Insurance Company in 1998 for Internet expertise coupled with extensive design and writing experience.

**Allstate Life Insurance Company - Northbrook, Illinois**  
Senior Life Agency Marketing Representative

**1995-1998**

Developed customer marketing materials and initiated new training opportunities

- Key team member which developed strategic planning and structure of Corporate Intranet to serve employees and agents.
- Created and maintained training guides, sales materials and department news for the Allstate Life Insurance Intranet.
- Initiated, designed, and wrote agent life insurance training materials and customer marketing materials including sales brochures, videotapes, and print advertisements.
- Coordinated large corporate promotional packages with a wide variety of departments and vendors.
- Promoted to Senior Life Marketing Representative after only one year with the company.

## **EDUCATION**

**Bachelor of Business Administration, 1995**

Minor: Graphic Design

St. Norbert College, De Pere, Wisconsin

GPA 3.8/4.0

Associate, Customer Service (ACS) – LOMA, 1997

Series 6 Securities Licensed – NASD, 2002-2007

Project Management Professional (PMP) – PMI, 2006

Certified Business Analyst Professional (CBAP) – IIBA, 2008