

WADE HOLDRAKER

TECHNOLOGY MANAGER | WEB DESIGNER

 (585) 943-2777  whold@aol.com

 3184 Valley Drive ♦ Walworth, NY 14568

SUMMARY

A highly experienced **web and technical communications manager** who has demonstrated the ability to lead diverse teams of web developers, publishers, designers, and project leads to new levels of success. Proven ability to successfully analyze an organization's critical business requirements, identify deficiencies and potential opportunities, and develop innovative solutions for enhancing production and improving customer service offerings.

EXPERIENCE

PAYCHEX, INC.

MANAGER, TECHNICAL COMMUNICATIONS AND TOOLS

2004 - 2016

- Led web publishing and project lead teams responsible for creating and maintaining internal and external web content, company procedures, reference material, knowledge tools and client-facing communications.
- Researched, recommended, implemented, and maintained new and emerging technology for clients, participants, and advisers.
- Secured \$550,000 in capital funding to support technology initiatives that will return \$14 million in annual savings through productivity and first call resolution gains.
- Generated approximately \$240,000 in annual savings by creating client communication templates.
- Served as stakeholder in projects aimed at improving internal and client communications and created detailed requirements to verify projects addressed the department's needs and aligned with company goals.

INFORMATION AND SOLUTIONS SUPPORT / SALES TECHNOLOGY SUPERVISOR

- Led team of web publishers and project managers responsible for intranet publishing and technical documentation.
- Reviewed operating budget to analyze trends affecting budget needs. Provided guidance on future operating budget needs.
- Worked directly with executive leadership team on sales incentive programs and initiatives.

WEB DEVELOPER / MARKETING ANALYST

- Lead designer for paychex.com redesign.
- Identified, researched, and presented strategic marketing opportunities to executive management.

WEB SOLUTIONS OF NEW YORK

OWNER

2001 - PRESENT

- Design and develop corporate websites, portals, and large scale web applications.
- Created a successful small business marketing plan that generated an 80% increase in revenue.
- Produce my own sales leads and develop RFP responses, and proposals.

SKILLS

Adobe CS6 Master Collection, MS Office, SEO, HTML, HTML5, CSS, CSS3, JavaScript, jQuery, Google Analytics, WebTrends, Marketo, Social Media (Facebook, Twitter, LinkedIn, Google+, YouTube, Instagram), SharePoint 2007, 2013 & Office 365, Joomla. WordPress

EDUCATION

NIAGARA UNIVERSITY

BACHELOR OF ARTS IN COMMUNICATION STUDIES, 2000

 <https://www.discoverwc.com>

 <https://www.linkedin.com/in/wadeholdraker>