



Account & Project Management

{In a nutshell}

A strong command of strategy and details – experience in Account Management, Project Management and production. Over 20 years experience in a wide range of industries. Client list has included Ace Hardware, Bristol Myers Squibb, Harrah's Entertainment, Inc., Iams Co., New York & Company, True Value, and Victoria's Secret.

{Skilled in}

→ Strategy, Account and Project Management

→ Consulting, Assessment for Technologies

{Accomplishments}

Account Management

- Developed branding, strategy and launch plans to create awareness of a newly acquired consulting division.
 - Worked cross functionally as marketing and account director to establish positioning and messaging to existing clients and prospects.
- Directed licensing of consulting products to foreign organizations for a Customer Relationship Management (CRM) Consultancy.
- Guided cross-functional team through all aspects of process redesign for acquisition of account management and customer relationship management tool suites.
 - Led ideation meetings with internal and client stakeholders to determine software suite needs.
 - Created materials to support business case and due diligence for securities regulatory compliance.
 - This effort saved over \$250,000 in external consulting and acquisition costs.
- Represented CRM account management team during a merger with another client facing account group.
 - Successfully maintained all customer service standards with both teams through transition.
- Designed advertising, media and marketing strategies to raise awareness of a major marketing organization's capabilities, product and services.
- Acted as project lead and account manager within a major marketing services company to redesign an employee intranet site. These efforts brought the site into compliance with corporate branding.
 - This project was also the first step towards migrating to a customer and employee portal.

Project Management

- Started publishing company. Performed all aspects of editing, design, and printing of approximately 35 book titles.
- Built a non-profit organization's digitization and archiving program from scratch, including creation of fundraising initiatives, P.R., web site and marketing material design.
- Managed design and migration to content management and CRM systems for several companies.
 - Results were more consistent, centralized management and processes, reduced lost intellectual capital and minimized dedicated resources.
- Designed and managed implementation of an Intranet reporting application for campaign reporting and analysis from a proprietary database.
 - This eliminated IT involvement in over 95% of custom report generation requests.



Ari Buchwald

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- Managed data processing timeliness, efficiency and resource utilization by creating applications and systems to measure, monitor and analyze workflow.
 - Developed statistical analysis and intranet cross training tools that cut redo rates from up to 35% to 1.5%.

Documentation and Development

- Worked with a startup to create end customer user experience (UX) and user interface (UI) high fidelity wireframes.
 - Wireframes were used for both development of the app and creation of promotional materials to secure additional seed funding.
- Reviewed and made recommendations for updating legacy interfaces of a warehouse control software system.
 - Created developer and programmer guidelines with example screen mockups to save user clicks, improve overall navigation and reduce training time.
- Created brand standards for two sister companies, designed all new marketing materials and websites.
- Developed specifications, requirements and wireframes for Sales Force Automation and event management tools.
 - Assessed and implemented Sales Force Automation tools to centralize lead assignment, pipeline reporting, and eliminate the need for dedicated administrative resources.
- Wrote specifications for duplicate identification that accommodated specific legacy business rules.
 - The new application streamlined a complicated, time consuming manual workflow.

{Work History}

Freelance Projects	2009 – Present
Edgecliff Press , Publisher	2006 – 2014
Quaero Corporation , Vice-President, Marketing Effectiveness Practice, Las Vegas, NV	2005 – 2006
Alliance Data , Account Manager & Manager, Product Marketing/Development, Columbus, OH	2003 – 2005
Fair, Isaac and Co. , Consultant, Customer Strategy Integration, Chicago, IL	2000 – 2003
DraftWorldwide , Senior Business Analyst, Chicago, IL	1998 – 2000
Chicago Tribune Direct , IT Coordinator, Senior Account Manager, Chicago, IL	1995 – 1998

{Education}

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT
- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies**, Kansas City Art Institute

{Special Interest and fun stuff} Personality Type: ENFJ

- Co-administrator of The WebChef Forum on Facebook.
 - We reached almost 45,000 followers, with 20,000 reach and 2,000+ post engagements per week.
- Developed a white paper competition to involve operations employees in documenting intellectual capital.
 - This competition grew to include over 60% of the department, involved judges from across the organization and generated one dozen papers.