

Donald Filer

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#### CAREER SUMMARY

Seasoned management professional in the high technology industry with unique creative and technical skills. Project manager and business lead on a Fortune 500 Stellent content management system. Successfully managed sales, marketing, and customer support personnel continually increasing revenue and results.

#### PROFESSIONAL EXPERIENCE

Impact Marketing, Santa Rosa, CA 2003 - Present  
Consultant, Author, Project Manager  
Providing web design and content management solutions focusing on responsive web design.

Agilent Technologies (HP), Santa Rosa, CA 1995 – 2003  
Content Management IT Specialist  
Contributed key elements to Agilent's product development and lifecycle management effort as the business lead on a global productivity team. Successfully developed, integrated, supported and maintained a Stellent content management system across enterprise wide R&D and Marketing teams.

Kept document content relevant as the organization moved through change management and meta data changed. Programmed context sensitive web structure, search capability, and online WebEx training. Communicated to stakeholders and project teams by producing and managing a product generation excellence website. Informed management teams by providing monthly website performance metrics and analysis including site volume, traffic, and trends.

Impact Marketing, Santa Rosa, CA 1989 - 1995  
Consultant  
Helped client software firms Digital Tools, Kidasa Software, Digital Marketing and Ajida Technologies build and manage sales and marketing departments. Developed award-winning newsletters, brochures, and technical documentation for Food-4-Less, May Financial, and La Tortilla Factory. Managed PR campaigns and designed trade show facilities. Helped clients introduce new products and new product categories both regionally and on a national level.

Computer Aided Management, Petaluma, CA 1988 – 1989  
Director of Marketing  
Created a comprehensive strategic marketing program that resulted in winning PC Magazine Editor's Choice - twice. Upgraded collateral materials and tradeshow booth, which increased the distribution and sales of ViewPoint, a PC project management software product.

Independent Business Systems Livermore, CA 1986 – 1988  
Vice President Sales and Marketing  
Sold multi-user computers to dealers worldwide. Managed advertising, marketing, sales, and the procurement of computer components and subassemblies for manufacturing sophisticated multi-user computers. Streamlined product line resulting in the same number of system configurations with fewer internal parts, saving thousands in inventory costs.

Viasyn (CompuPro), Hayward, CA 1985 – 1986  
Regional Sales Manager  
Responsible for outside sales in 9 western states including northern California, Nevada, Colorado, Montana, Idaho, Oregon, and Washington. Expanded sales in the northwest region by 30% and championed a new PC networking product, expanding distribution channels.

#### E D U C A T I O N

California State University, Chico, CA  
Postgraduate Coursework: Programming and Algorithms II,  
Algorithms and Data Structures in C++

San Francisco State University, San Francisco, CA  
B.A. Business Administration

Diablo Valley College Pleasant Hill, CA  
A.A.

#### T E C H N O L O G Y

PHP, MySQL, C++, HTML, CSS, JavaScript

#### A P P L I C A T I O N P R O F I C I E N C Y

Microsoft Office, Access, Word, Excel, Visio and PowerPoint proficient.