

Seth J Hersh

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PHP/MySQL Database Designer/Architect. Seek opportunities/projects that will take the expertise I have developed over the past 10 years in new directions. Project-based assignments accepted. Engineering background affords a broad overview of projects

I am currently unemployed, having lost my most recent position in January 2009.

Most Recent Position

Database Master at **Insight Out of Chaos, New York**, a database marketing firm, <http://www.iooc.com>, 1996 – January 2009

Languages

PHP/MySQL, SQL Server T-SQL, SSIS (.NET), Visual Foxpro

Websites (PHP/MySQL)

- <http://www.skenelib.org>
- <http://www.circajerker.com>
- <http://www.openeartcenter.com>
- <http://www.bowelblues.com>
- <http://www.ghiek.com> (personal)
- <http://www.mosaicsciencemagazine.org> (site complete but data is incomplete)
- <http://www.coinsOnly.com>

Thorough knowledge and implementation of **Loyalty Marketing Programs**.

Knowledge Base

Technical developer/architect. Hired and managed technical team of web designers and SQL developers. Thorough understanding of PHP concepts, OOP, templates, include files. Virtually everything on my PHP websites can be Admin-driven.

Primary Focus

True Value Rewards, a web-driven, national Loyalty Program for True Value Corporation (Chicago IL), provides sophisticated online marketing tools to independent hardware stores. Current enrollment is nearly 500 active stores with over 1,600,000 retail customers. *This innovative, cutting-edge program won a 2006 International GOLD Echo Award for Direct Mail Marketing.*

The *True Value Rewards* website, 100% database-driven, provides a user-friendly interface to perform complex backend tasks: manage customer base, upload mailings lists or purchase them, schedule mailings, review response, download customer lists, specify Points “factor” by department, integrate signatures, maps and store photos within mailings, review overall spending

and Points of accounts, initiate special promotions by department and/or SKU, query customer base by filtering and comparison.

- Architected *True Value Rewards*, a comprehensive, integrated loyalty program;
- Developed mailing-management process, from online ordering (numerous options) to production to tracking response; intimate knowledge of USPS presort issues
- Managed data flow of Rewards “universe”, from incoming customers to awards to TLog Data to production output; keyentry is real-time; Tlog Data is imported daily
- Organized systematic naming convention for files, SQL objects
- Supervised team of SQL and web developers
- Analyzed data, installing validation checkpoints at critical junctures
- Documented and specified projects, spanning multiple developers
- Produced Awards model that can scale; all database-driven

Skills: Communication

- Excellent communication skills with clients and 3rd party vendors. At trade shows, demonstrated product features and capability, interacted with clients/customers.
- Extensive experience directing tele-computing developers

Skills: Technical

- PHP, OOP and usage of templates for database-driven websites
- Strong T-SQL to support design knowledge; Stored Procedures, Functions, Queries, Views, Tables, Export/Import, commandShell “knowledge”, DTS/SSIS
- Full understanding of large table design issues, including indexing; 100,000,000+ tables
- Intimate knowledge/design of proprietary “deduping” programs re Address Standardization and Geo-coding
- Engineering background, able to envision and implement links in design chain and translate technical possibilities into development strategy
- PHP, OOP and usage of templates for database-driven websites

Prior Employment

Envirosell – business software; consultant; 1996

Berdy Medical Systems – medical software; 1995-1996

MTB Banking – gold trader, jewelry software; 1993-1995

Batikat (self-employed) – high-karat jewelry producer; antique textiles; Indonesia, 1975-1993

AtlanticRichfield Oil (ARCO) – offshore drilling engineer, US and Indonesia, 1970-1975

Education

University of Alabama, BS, Mineral Engineering, 1965-1970

President of Engineering class

Spoken Languages

English, Indonesia