



# SOFTWARE PROFESSIONAL

9518 Bay Pine Lane  
Orlando, FL 32832

M: 407.376.4847  
E: danielbruyter@gmail.com  
W: DanielRuyter.com



## CORE SKILLS



**19 year digital professional**; 9 years management experience.

**Strategic digital planning**: budgets, timelines and resource allocations / staffing plans.

Experience in **managing large-scale technology projects** with budgets in excess of \$2M.

**Agile SDLC, SCRUM & XP** methodologies & roles.

Experience in web content management systems (**CMS**) including **WordPress**, Drupal, Umbraco and **Sitecore** (7.x, 8.x).

**BA / Product Owner Skillset**: stakeholder interviews, strategy workshops, eliciting software application requirements and assisting companies in identifying their **underlying strategic priorities**.

**ITIL Core Experience** (v3) – Service Management & Service Operation.

Proven digital **agency experience**.

Leadership in user experience (**UX**), journey-mapping, wire-framing and UML diagramming using MS Visio, Axure and Balsamic tools.

Extensive experience in **managing vendor relationships**.

Search engine optimization (**SEO**) techniques & best practices.

## WHO IS DANIEL RUYTER?

Builder of bridges, agile communicator, passionate technophile and dedicated product manager, I am as diverse as the term "software" itself.

I very well may be the ideal mix of technical skill and business background, coming from diverse roles spanning information technology, customer service and marketing, with leadership roles in all areas. I "speak" developer, but I also understand the environments and circumstances in which c-level executives operate. If you're looking for a contributor to bridge the gap between the customer, IT and the business, then I may be a perfect fit.

I am always seeking new connections and opportunities in technology and software organizations, from Fortune 500 to startup, and where any or all of these disciplines intersect. Recruitment firms, please note that I am NOT open to relocation out of Orlando, FL at this time.

## EMPLOYMENT HISTORY

**Orlando Health, Orlando, FL**

**2/10/2014 – Present**

### **Manager, Digital Media**

- Provide executive-level thought leadership on digital marketing and serve as the web development expert.
- Serve as the digital product manager and primary subject matter expert (SME) on 8 major digital website properties and the Sitecore website content management system (CMS).
- Serve as the technical liaison to educate and gain consensus among organizational leadership.
- Work with cross-functional teams across the business to build product roadmaps and define sprint priorities for major digital marketing and software initiatives.
- Provide ownership of design and development backlog, including prioritizing of features, estimating levels of effort and incorporating items into budget planning.
- Manage a team of up to 10 digital & software professionals.
- Manage and engage with a series of vendor partners that provide support to the digital design, content, build and strategic mission of the organization.
- Help to define & implement a metric, ROI-driven marketing strategy through use of real-time business intelligence to recommend change.
- Assist in defining and directing the digital content strategy for the organization.
- Apply demonstrated skills in visual design, technical accuracy, user experience (UX) and, photography & video production and copy-editing.

# EMPLOYMENT HISTORY (CONT.)

Skyword, Boston, MA

1/1/2016 – Present

## **Contributing Writer / Business Transformation Category**

- Recruited by the Skyword Content Standard to serve as a contributing expert and thought leader in digital business transformation.
- Produce three in-depth, researched posts per month, averaging over 1,000 words per piece.
- Pitch new topic ideas to Skyword Content Standard editors for new posts.
- Provide and source imagery and supporting materials for all posts, including some of my own photography.

Lightmaker, Orlando, FL

4/10/2012 – 2/9/2014

## **Business Analyst / Digital Product Owner**

- Serve as the primary, client-facing digital expert on all assigned accounts.
- Lead the project discovery process including workshops, use case analysis, story boarding, user story development, stakeholder interviews, website feature audits and other customer and user-focused initiatives.
- Demonstrate the ability to influence without authority in teams mixed with internal, client and 3rd party participants and stakeholders.
- Provide clients with comprehensive analytics audits and web, user experience, social and strategic intelligence recommendations.
- Spearhead creation of technical & functional requirements, SEO best practice development, social media strategy analysis and business process analysis.
- Develop & refine internal Agile/Scrum processes ensuring full-circle accountability for quality of deliverables.

Lightmaker, Orlando, FL

4/10/2012 – 12/4/2012

## **ScrumMaster + QA Lead**

- Collaborate with project managers, product owner, client representatives and developers to gain a thorough understanding of projects and communicate those requirements to other team members.
- Co-lead sprint planning, daily scrum meetings, demos, and retrospectives.
- Identify and resolve development team impediments.
- Supervise onshore + offshore quality assurance team.

Alpha Tree Marketing, Orlando, FL

10/1/2011 – 2/9/2014

## **Principal + Co-Founder**

- Provide clients with website design & development best practices through discovery of their objectives and an understanding of their business' needs.
- Assist clients in creating and managing their search engine optimization (SEO) efforts through backlink profile analysis, planning, outreach and competitive analysis.
- Provide Pay-Per-Click (PPC) consulting services to clients to help improve all aspects of the client's campaign.
- Create & manage project plans & teams of digital professionals responsible for delivering a range of web development and intelligence services.



## EDUCATION



Google, Inc., Mountain View, CA  
Google Analytics Certified  
through 2017

Microsoft, Inc., Redmond, WA  
Microsoft Sharepoint 2007  
Certified Administrator

University of Central Florida,  
Orlando, FL  
BA - Political Science +  
Business Administration, 1998

South Florida Community  
College, Avon Park, FL  
AA - Liberal Arts, 1996

# EMPLOYMENT HISTORY (CONT.)



## ADDITIONAL ACCOMPLISHMENTS



### Contributor, [Skyword](#)

A paid contributor to the Skyword Content Standard blog. The latest in content marketing news and resources.

### Author, [Memoirs of a Dating Dad](#)

A personal account of the struggles recovering from divorce and dating as a single parent. Published on paperback and eBook formats.

### Creator, [Dadtography.com](#)

A crowd-sourced photography platform where conversations and connections happen through imagery. Designed, built (WordPress) & marketed solely by me. Launched May 31, 2015.

### Blogger, [DanielRuyter.com](#)

A personal website and digital marketing blog dedicated to my professional passions – technology & marketing.

**Ellucian, Inc., Maitland, FL**

**3/1/2011 – 5/9/2012**

### ***Application Administrator + Software Analyst***

- Provide tier 3 support for CA Clarity, MS SharePoint 2007 & IBM FocalPoint, supporting a user base of over 2,5000.
- Liaise with managers, executives & the PMO to provide ad-hoc reporting solutions using PL/SQL on Oracle 11.
- Develop & test all product patches, upgrades and integrations with other enterprise systems (Siebel, SAP, Banner).
- Received ITIL (v3) training for internal issue tracking & resolution procedures using SNOW Service Desk software.

**SunGard Higher Education, Inc. Maitland, FL 8/17/2006 – 2/28/2011**

### ***Digital Product Analyst & QA Lead***

- SQA lead role responsible for planning, scripting, testing and defect tracking for a team of 7 developers of a C# .NET (2.0) application using agile development.
- Actively participate in agile development lifecycle in QA & business analyst capacity (product owner).
- Perform post-development application administration and break-fix troubleshooting on client and server side issues.

**SunGard Higher Education, Inc. Maitland, FL 3/22/2004 – 8/16/2006**

### ***Manager, Desktop + Technical Services***

- Manage internal help desk support team.
- Provide procurement oversight for all desktop hardware, software & peripherals.
- Provide tier 3 desktop support, successfully resolving escalated issues.
- Establish hardware and software best practices.

**Hyperion Solutions, Inc., Orlando, FL 5/9/2000 – 12/31/2003**

### ***Quality Assurance Engineer***

- Perform QA lead for client-facing requirements gathering & integration of the product into a suite of applications.
- Attend & document processes with development and product owner teams, improving overall product quality and process efficiency.
- Create manual and automated test plan scripts in Mercury Test Director for J2EE-based client-server application.

**SIMSOL Software, Inc., Orlando, FL 4/7/1997 – 5/8/2000**

### ***Director, Support Services***

- Build & supervise technical support department consisting of 8 technical support reps in a call center environment.
- Create and maintain documentation for all software products produced by the company, lowering support call volume by 10%.
- Author and produce multimedia training videos, creating a new revenue stream for the company.
- Perform on-site basic, power and administrative user training for all software products offered by the company.
- Manage staffing requirements including interviewing, hiring, performance evaluations and departmental training.