TECHNOLOGY + LEADER

9518 Bay Pine Lane
Orlando, FL 32832

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

WHO IS DANIEL RUYTER?

I am a digital leader that knows how to get things done. Builder of bridges, agile communicator, passionate technophile and dedicated digital leader, I span the gap between technology and marketing - a place where so many organizations struggle to realize success.

I very well may be the ideal mix of technical skill and business background, coming from diverse leadership roles spanning information technology, customer service and marketing. 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.

EMPLOYMENT HISTORY

Orlando Health, Orlando, FL   2/10/2014 — Present

Manager, Digital Media

Major Accomplishments

- Successfully re-designed, re-platformed & launched eight (8) public-facing websites consisting of 50,000+ pages. This was a $1.5M+, 12-month project.
- Consistently improved organic (SEO) website traffic YoY by nearly 30%, reaching upwards of 3M visitors per month.
- Manage a team and platform responsible for 85% of digital appointment request leads generated by marketing teams.
- Oversaw the launch of nearly four-dozen digital campaign initatives, resulting in hundreds of online appointments and millions of dollars in revenue.
- Assisted organization in the deployment of online scheduling platforms, allowing patients to book appointment times online.
- Managed a sprint team that deployed 17 major feature release updates.

More About the Role

- Provide executive-level thought leadership on digital marketing and serve as the web development & strategy expert.
- Serve as the digital product manager and primary subject matter expert (SME) on 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 organization initiatives.

CORE SKILLS

20 year digital professional. 10 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.

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

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

HubSpot, Inc, Boston, MA
Inbound Certified through 2018

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

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

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. (Oracle), 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.

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. 15k pageviews monthly.

Blogger, DanielRuyter.com

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