

John D. Turkel
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Experience:

JT Designs, Piedmont & Los Angeles, California

1996-present

Principal

- Marketed and sold Website design, strategy and e-commerce implementation services.
- Designed and implemented client Websites; devised Internet marketing, PR and commerce strategies for clients.
- Managed and expanded scope of client relationships.
- Clients include Zenith Insurance, PricewaterhouseCoopers, Pelican Performance, iUniverse, and Broadband Sports.

Escalate, Inc., Redwood Shores, California

2000

Web Marketing Manager

- Maintained corporate Internet presence, acquired, analyzed and reported on Website traffic.
- Developed on-line, print and tradeshow marketing materials and strategies; produced live Internet broadcasts.
- Researched, analyzed and recommended enabling technologies and Internet strategies.

Moonstone Interactive, Half Moon Bay, California

1997-1999

Web Design Manager

- Led site layout and coding with team for clients such as Fujitsu, Thomas Dolby and Beatnik. Assisted team with multimedia and Website development.
- Developed on-line, marketing and sales strategies for company and clients.
- Researched and analyzed enabling technologies and Internet strategies; presented findings to Moonstone team and to clients.

Vitadata Corporation, Berkeley, California

1994-1996, 1997

Co-Founder, Production & Accounts Manager

- Helped to conceive and develop *Bio Online*SM, the largest business-to-business vertical Website for the life sciences industries which now receives over three million hits per month.
- Developed and managed relationships with clients, including Amgen, Genentech, Merck, Ely Lilly, Pfizer, DepoTech and Corning Pharmaceutical Services.
- Grew advertising sales from \$0 to over \$200,000 per year in two years.
- Developed strategic partnerships with suppliers and industry organizations.
- Implemented new services, marketing and pricing strategies.
- Personally produced fourteen client Websites.
- Produced Internet and traditional marketing materials. Managed trade show presences.

MagicMaker, Inc., Palo Alto, California

1996

Webmaster and IS Manager

- Developed and maintained strategic partnerships supporting expansion into on-line media.
- Managed computer network, corporate purchasing, telecommunications services and trade show presences.
- Developed and maintained corporate Website.

MSB Technology Corporation, La Honda, California

1994-1995

National Sales Manager

- Entered new national and international territories and doubled sales volume.
- Negotiated OEM, wholesale and retail distribution.
- Managed customer service, advertising, and trade show appearances.
- Contributed to new product designs.

Education:

San Francisco State University Multimedia Studies Program
Information Design, QuickTime VR, Multimedia Programming

1997

Coursework related to Computer Science, Life Sciences, Mathematics, and Economics
U. C. Berkeley, U. C. Berkeley Extension, and Diablo Valley College

1987-1994

Skills:

- Website development using HTML, JavaScript, CSS and plug-ins including QTVR, Flash, Shockwave, RealAudio and Beatnik. Site creation applications including BBEdit, Allaire HomeSite, Adobe GoLive and Macromedia Dreamweaver.
- Understanding of Internet structure, client/server technologies, and computer networking.
- Basic graphic design using Adobe Creative Suite.
- Multimedia authoring with mTropolis and mPire, QuickTime VR, RealAudio Producer, and SoundEdit 16.
- Experienced with Macintosh OS and Windows PC environments and applications. Familiar with UNIX file systems.

Interests:

SCUBA, sports car club racing, international travel, digital and 35mm photography, LPs and vacuum tube stereo, and cooking.