

Drew Horine: Experienced Web Professional

Interactive Industry Front-Runner with a Track Record of Success

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Experience Matters in Today's Economy.



Drew Horine has been building successful websites since 1996, serving as the lead developer on **over 250 website projects** to date. Drew works in **Flash AS3, PHP, MySQL, PhotoShop, CSS and AJAX** every day. He is comfortable using whatever platform is right for the job, making him a versatile asset to any web team.

Drew understands the new age of **social media, web 2.0 and SEO**. More importantly, he knows how to leverage these tools to meet real business goals in the online world.

PROFESSIONAL EXPERIENCE

Anderson Integrated Marketing, Hilton Head Island, SC

Web Production Manager | March 2006 - Current

AWARDS & ACHIEVEMENTS

- **Created** One of Travelocity's Most Successful Partner Booking Engines
- **Developed** Lead-Generation / Tourism Site For Savannah, GA. Increased Opt-In Subscribers From 0 To Over 90,000 and Generated Over \$250,000 in Direct Ad Sales the First Year
- **Cut** Hosting Costs in Half While Increasing Capacity
- **Won** 3 Addy Awards

Anderson is the area's leading online/offline advertising agency. Drew manages a high-powered team of programmers and freelancers and is directly responsible for over **125 active websites**.

As the agency authority on all things web, Drew plays a **hands-on role in every phase of site development**, from concept to programming to post-launch marketing and growth. He is consulted for sales pitches and relied upon for continuous web product improvement.

Aim Forward Design Studios, Springfield, MO

Lead Web Designer / Developer | January 2000 - March 2006

AWARDS & ACHIEVEMENTS

- **Increased** Travel Industry Client Annual Sales by over \$5.5 Million
- **Helped** Non-Profit Youth Center Raise Funds to Grow from 1 to 5 Locations
- **Revitalized** Sales for Struggling Retailer with a Complete Identity Makeover

Aim Forward specialized in **small business and e-commerce websites** along with **printed collateral** such as business cards and brochures.

Drew led all design direction, maintained client relationships and worked with freelance staff to run a lean organization known for high-quality work and fast turn-around.

SKILLS & QUALIFICATIONS

Website Design

Search Engine Optimization, Tableless Design, Flash Applications, Email Marketing, Cross-Browser Compliance, Adobe CS4

Programming

PHP, AJAX, ActionScript 3, CSS, XML, ASP, JavaScript, XHTML, MySQL

Hosting

Windows, Linux, Apache, IIS

Social Media

Facebook, WordPress, Twitter, Flickr, RSS Feeds, LinkedIn

Team Leadership

Project Management, Staffing, Assignment Delegation

Drew Horine | 45 Queens Folly Road, #564, Hilton Head Island, SC 29928

For more information or to schedule an interview, please call **843-298-1338** or email **dhorine@drewhorine.com**.

A portfolio of recent work is available at **www.drewhorine.com**.