Molly A. Adams

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Summary

Molly A. Adams's skills align with Programmers (Information and Communication Technology). Molly also has skills associated with Communication, Marketing and Public Relations Managers (Communication, Marketing and Public Relations). Molly A. Adams has 24 years of work experience, with 19 years of management experience, including a mid-level position.

Top Skills

- Advertising Campaigns
- Direct Marketing
- Sales
- Web Applications
- Software Engineering
- SQL Databases

- Cryptography
- Customer Support
- Human Resources Information System (HRIS)
- Microsoft SQL Server

Work Experience

IT Manager

Convergence

10/2004 - Current

- Managed email marketing campaigns to attract new sales and retain customers.
- Add new technology to website to manage leads, increase response time and provide pertinent information to new customers.
- Convert current HRIS from VB to ASP to create complete web based solution.
- Added custom encryption coding to SQL and ASP web applications.
- Designed custom applicant tracking ASP program for large client.
- Designed customer support application to receive requests/files from clients, divert to appropriate support staff, and track issue from open to resolve.

Database Programmer

Convergence

03/2003 - 12/2004

- Developed special package sales on website for the Mighty Ducks of Anaheim.

- Managed email marketing campaigns for Mighty Ducks of Anaheim to generate interest in season passes, group sales, and special promotions.
- Developed event registration sites for Mazda, Mercedes, Volvo, Cadillac & Mitsubishi.
- Developed web-based email tracking system for bulk mail sends to track all consumer actions upon opening an email sent from the system.
- Developed analytical reporting tool for clients to access results of bulk mail sends.
- Set up/deployed bulk mail campaigns for various companies through Exact Target.
- Consulted with clients about bulk mail results to help find their target audience.
- Helped customers to build their email database through various bulk mail promotions.
- Developed web-based contest applications for various seasonal marketing campaigns that included Email Marketing, Web Registration, Email Tracking, and Contest Reporting for the State of Connecticut Tourism Department.
- Developed Meeting Planner marketing tool for customers to plan/book meetings at any of over 200 hotels in Connecticut for the Connecticut Tourism Department.
- Primary contact for Automotive Ride & Drive Marketing Campaigns.
- DBA SQL Server 7 & 2000.

Web Developer

Avalon Digital Marketing Systems

05/2002 - 03/2003

- Designed & developed web-based gift fulfillment system for use by Mazda and their affiliates to intake consumer information from bulk mail sends, accept orders from consumers who completed their incentive program, and to report on all activity.
- Designed & developed web-based event registration systems for Mercedes and Volvo including comprehensive reporting on system activity.
- Primary contact for Automotive Ride & Drive Marketing Campaigns.

Education

B.S. in Business Administration

California State University   1996 - 1999

A.A.

Butte College   1995 - 1996