

Mark Derho
dba: Tech Savvy NYC
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Providing Online Marketing, Product Management, Technical and Operational Project Management, and sophisticated business skills and tools, I, Mark Derho and as [Tech Savvy NYC](#) have over 20 years of Internet business, marketing and creative experience.

As an employee or internal consultant, I'll leverage a combination of business expertise, modern website design, software experience, mobile communication and advertising skills for your business. I bring a strong working knowledge of national brands, major agencies, media networks, and small businesses, to your business needs and priorities. Google Partner and an intuitive thinker, willing to learn new technologies and to become a subject matter expert and advocate for your brand, business and revenue growth needs.

EMPLOYMENT & FULL-TIME CONSULTING

2015-Present **Bike Rent NYC, Consultant VP of Operations / Project, Product and Marketing Manager**

In 2016 on behalf of Bike Rent NYC, negotiated and won the exclusive multi-million dollar contract with New York City to provide three Bike Rental Concessions in Central Park and three additional in NYC Parks in Manhattan, from 2016 - 2022. In 2015 led the business team and doubled the number of retail locations and increased revenue growth by 300% from 2015 - 2016, making it both the largest and fastest-growing bike rental-tour business in NY. Successfully provided the following technical, creative and marketing services, executive business development and consulting services for the past two years.

Technical, Creative and Marketing

- Marketing Management and Production
- Websites and Search Engine Optimization
- AdWords and Search Engine Marketing
- Point-of-Sale (POS) Bike Rental System
- Employee Time Management System

Business Development and Management

- New York City Bike Rental Concession
- Business and Partner Development
- Public Business Representation
- Staff and Asset Management
- Charitable Giving Management

2012-2012 **WebCBG, Mobile Marketing Manager**; mobile application rollout and strategic marketing plan development for two distinct apps: InsureAccess and 2MyTeam

2010-2012 **National Relief, Search-Content Marketing Manager**; website design, PPC-search marketing, original content marketing, \$1m SEM budget, \$100K content budget

2009-2010 **Nielsen Media (VNU), Advertising Manager**; Premier & National Jeweler magazines

2008-2009 **FortuneCity.com, Quality Assurance Manager**; manual-automated software testing

2006-2007 **Information Builders, Web Developer**; converting magazines to online

2004-2005 **Agency.com, Graphics-Web Designer**; create websites and display advertising

2001-2003 **Griffin-Bacal, Producer-Designer**; websites, software and online games, Knex.com

1999-2001 **CarDay.com, Manager Site Development**; managed staff, strategy, vendors

1997-1999 **Skin Cancer Association, Web Developer**; redesign, SkinCancer.org website

1995-1997 **Forbes Digital Media, Web Producer-Designer**; update HTML/ASP site-content

1993-1995 **Merrill-Lynch, Web Designer and Developer**; HTML, graphic design

1992-1993 **Foreman Interactive, Web Designer**; 1st producer, 1st website WYSIWYG, Register.com

1991-1992 **MetroGrafix, Account Executive**; digital media and pre-press, graphic design sales

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PROJECTS & RETAINERS

2016-2017 **GPD Host, Content-Copywriter**; text content on website: gpdhost.com
2012-2014 **Riverwalk Bar & Grill, Project Manager**; SEO and website (+150K unique views year), #1 Google SERP: riverwalkbarandgrill.com, Facebook. **Pier NYC** website, and event marketing: piernyc.com
2012-2014 **Water Street Restaurant, Project Manager**; responsive website, Facebook; 1st page Google SERP
2014 **Build & Care, Project Manager**; website, Facebook; #1 Google SERP: buildandcare.com
2013 **Brooklyn Daily Eagle, Project Manager**; website archive, training: brooklynarchive.com
2008-2009 **CDC of Tampa, Project Manager**; website design-development, SEO: cdcoftampa.org

SKILLS & SOFTWARE

Website Development

- WordPress
- HTML 1-5
- CSS, JQuery, JavaScript, XML

Search Engine Optimization

- Keyword-competitive research
- On-page optimization
- Local search optimization

Search Engine Marketing

- Keyword-competitive research
- Landing-page optimization
- Design text and display ads

Interface, Media-Visual Design

- User Experience/Interface
- Print and signage design
- Video editing
- Audio editing
- Website wireframes

Original Content

- Articles and native content
- Technical documentation
- User documentation

Certified Google Partner

- Google AdWords
- Google Analytics
- Google Webmaster Tools

Search Advertising Networks

- Google AdWords
- Yahoo Ad Network
- AOL Ad Network

Cross-Channel Marketing

- Email
- Social media
- Text message
- Personalized URL's
- Point-of-purchase

Software & Platforms

- Adobe Photoshop
- WordPress, XML
- MS Office: Word, Excel
- MS Project
- Lean, Kanban
- Avid Pinnacle
- Audacity
- GoAnimate
- SEO Moz
- Yoast
- Double Click Publishers
- HootSuite
- Insightly
- vTiger
- MailChimp
- Constant Contact
- Purlem
- EasyPurl

EDUCATION & MILITARY

1989-1992 **US Navy, Photographers Mate E3**; Flight Deck USS Saratoga CV-60
1984-1988 **University of Oregon, BA Communications**

* Many references are available upon request, and on LinkedIn.