

MARK DERHO | RESUME



Mark Derho
Tech Savvy NYC (dba)

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I, **Mark Derho** (dba) Tech Savvy NYC, have over 20 years of Internet-industry experience providing website and creative production, online marketing and search advertising, and project and product and operational management.

Google Partner and intuitive-thinker, willing to learn new technologies, and become a subject matter expert and advocate for your business. Skills include;

- Business and process knowledge, ability and expertise
- Project and product and operational management experience
- Modern ecommerce Responsive website design and development
- Expert organic search engine optimization strategies and tools
- Writing content for websites, press, email, advertising and marketing
- Software development process and QA management experience
- Managing social media marketing strategies and tools
- Implementing Google AdWords and PPC network advertising

EMPLOYMENT / CONSULTING

Bike Rent NYC - Vice President Marketing Operations (1/2015-10/2017)

In 2015 led the business team and doubled the number of retail locations and increased revenue growth by 300% from 2015-2016, making Bike Rent NYC both the largest and fastest-growing NY bike rental-tour business.

In 2016 on behalf of Bike Rent NYC, negotiated and won the exclusive high-value 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. Winning the NYC Parks concession immediately more than doubled the number of retail locations, and increased the amount of annual revenue from 2016 by more than 120%.

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 Systems

Business Development and Management

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

Tech Savvy NYC - Agency Owner (1/2013-12/2014)

Successfully sought and served small businesses as (dba) techsavvynyc.com. Small business technology, creative and marketing agency services include: WordPress Website design and development, organic search engine optimization, AdWords PPC campaigns and local search (SEM), and social media platform design and marketing, and event marketing. See more [Tech Savvy NYC projects](#) examples on website.

- Riverwalk Bar & Grill; website: riverwalkbarandgrill.com, SEO = #1 Google SERP, and Facebook
- Build & Care website buildandcare.com, SEO = #1 Google SERP, and Facebook
- Water Street Restaurant website, SEO = 1st page Google SERP, and Facebook



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WebCBG - Mobile Marketing Manager

(4/2012-9/2012)

Independently created comprehensive mobile application roll-out plans, and strategic marketing and advertising plans, for two apps: InsureAccess and 2MyTeam. Participated in functionality and design process, and quality assurance analysis, manual testing and bug-tracking. 6-month contract.

National Debt Relief - Search Engine Marketing Manager

(6/2010-3/2012)

Through professional SERP-optimization strategies, dominated the high-value national “debt relief” organic and paid search industries through creation of “Top-3 Best Debt Relief”, and similar original content and trust-building strategies.

Wrote original industry-specific content, designed display ads, and managed search advertising network campaigns for Google, DFP, AOL, and Yahoo and PPC networks. Wrote original content for press release and native advertising campaigns.

Designed and developed WordPress and HTML websites and landing pages, including nationaldebtrelief.com.

- Managed \$1m annual SEM budget, designed display and text ads
- Managed \$100K annual original content budget, wrote original content, managed vendors and authors
- Managed and produced email marketing campaigns and lead generation newsletter
- Designed websites, landing pages and software interfaces
- Participated in the development of VoIP telephony and website chat client projects

FortuneCity.com - Quality Assurance Manager

(2/2008-4/2010)

Provided team management, and oversaw manual functionality and design testing of websites and software applications including version control, bug-tracking, and automated software testing, and documentation.

Information Builders - Web Developer

(1/2006-2/2008)

Converted and formatted the contents of 14 years of several brands of financial (16-32 page) monthly publications into HTML files, sourced or created images, math equations and charts. Created co-branded website containers for current and upcoming content. Developed HTML emails for outbound marketing.

Agency.com - Web and Graphic Designer

(10/2003-11/2005)

Designed digital graphics, and created websites and display advertising campaigns, as part of team.

Griffin-Bacal - Web and Graphic Designer

(7/2001-10/2003)

Primarily served client: KNEX. Designed and developed HTML and GUI interfaces for websites, online games and mini-programs, to entertain children and sell KNEX toys. Actively participated in advertising and marketing meetings. Wrote original articles and content. Designed client websites and campaigns.

CarDay.com - Web Development Manager

(9/1999-6/2001)

Supervised 7-10 full-time designers, developers and analysts, direct responsibility for software version control (VC) and quality assurance analysis. Monitored tasks and managed relationship with off-site vendors and development teams. Worked with key leadership to determine and document strategy.

Standard & Poors Corporate Value Consulting - Web Design Development

(11/1997-9/1999)

Lead small team to develop (HTML) and redesign the organization’s website, branding, and images.



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Forbes - Web Developer (8/1995-11/1997)
Updated Forbes website (HTML and ASP) and membership networks, to reflect news content from Forbes Magazine, press releases, and business and financial industry news.

Merrill-Lynch - Web Design Development (8/1993-7/1995)
Performed print to HTML code conversion, and web and graphic design for Merrill Lynch corporate websites, intranet platform, and email newsletters.

Register.com - Web and Graphic Designer (2/1992-8/1993)
First web designer hired for the first website WYSIWYG ever built, Internet Creator by Foreman Interactive. Designing client websites and supported software platform development. Initial graphic-web designer for domain registrar Register.com.

SKILLS & SOFTWARE

Website Development

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

Search Optimization

Keyword and competitive research, landing-page optimization, design text and display ads

Original Content

Articles and native content, technical documentation, website content

Cross-Channel Marketing

Email marketing and social media marketing, personalized URL's (PURL), MailChimp, HootSuite, Purllem, EasyPurl, point-of-presence, event marketing

Media and Design

User experience interface, print and signage design, video and audio editing, Adobe Photoshop, Balsimiq, Avid Pinnacle, Audacity, GoAnimate

Business / Marketing

Microsoft Word and Excel and Project, Constant Contact, Insightly, vTiger, Business Plan, RFP, Siteplan, Google Drive for Business

Search Engine Marketing

Competition and Keyword Research, onsite SEO, SEO Moz, Yoast

Google Partner

Google AdWords, Google Analytics and Google Search Console

Search Advertising

Yahoo and AOL ad networks, Double Click for Publishers

EDUCATION & MILITARY

1989-1991 US Navy, Photographers Mate
1984-1988 University of Oregon, BA Communications
1980-1984 Springfield High School, Springfield Oregon

* References available and on [LinkedIn](#).

