

Brian Dina

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Twenty years experience creating efficient systems and communicating effectively with customers (both external and internal) via written documentation, phone, direct personal contact and electronic media.

Enabled the company to implement Sunday shipping (totaling \$750,000 every Sunday) by creating an innovative *Split Pick-job* procedure, so that the warehouse could begin printing & picking orders while MIS continued to work on the database. Communicated the change in procedure to MIS and the warehouse and wrote up separate procedures for each so that each party knew their role in the process.

Streamlined the Month-Close procedure on the mainframe so that it could be done quickly and accurately (critical for accounting) allowing sales and warehouse to open hours earlier on the 1st of each month. Communicated & coordinated credit card processing, warehouse, accounting and sales on their roles in the new procedure.

Significantly decreased the shipping of incompatible parts (and unnecessary returns) by working with tech-support to update sales databases and created documentation for sales reps. This decreased returns on certain items up to 20%, reducing return shipping costs, time customer service and tech support spent on returns, and improved customer satisfaction.

Increased repeat business by training sales reps in proper & efficient phone technique, collecting all needed information from customers and to clearly communicate next-day shipping expectations. Close rate increased an average of 7% over 4 months.

Increased return traffic to small business websites 17% through improved layout & design, better copy, enhanced visual appeal and clear navigation.

Skills

- ◆ DreamWeaver, ExpressionWeb, FrontPage, PhotoShop, HTML, MS Office
 - ◆ Mals e-commerce www.mals-e.com, UPS and USPS shipping integration
 - ◆ DHTML Menu builder, Content Seed, WS-ftp, Flash, and various web tools.
 - ◆ Edit java scripts
 - ◆ Cool-Edit Pro (Adobe Audition), Winpy-Button Maker
 - ◆ Sales, training, teaching
 - ◆ Communication, writing and documentation skills
 - ◆ Ability to adjust to changing priorities and to work under pressure
 - ◆ Self-managing, self-motivated team player
 - ◆ HP 3000 mainframe, MPEXL and related utilities
 - ◆ MACS sales, warehousing & accounting application on the HP 3000 mainframe
 - ◆ Phone skills including: cold calling, inside sales, customer service, tech support
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Business Experience

Web Designer

1998-present

Composing and producing web sites for business clients.

For a sampling of web sites I've designed, please go to: www.briandina.com/sampling.htm

Responsibilities include:

- ◆ Gathering information about the business from the customer
- ◆ Scanning & editing photos in PhotoShop
- ◆ Creating logos and designs
- ◆ Writing and editing content
- ◆ Formatting and layout of the structure and navigation of the website
- ◆ Writing up procedures for clients
- ◆ Setting up the customer with domain name and webhost and/or uploading the website to their current webhost
- ◆ Adjusting HTML for servers that do not have FrontPage extensions
- ◆ Registering customers' sites with search engines
- ◆ Setting up email accounts and teaching customer how to use browser, e-mail, and interpret form results
- ◆ Setting up e-commerce
- ◆ Setting up interface with shipping such as USPS and UPS

Multiple Zones International

1991-1998

MIS Operator - Working on database MACS system on HP3000 mainframe.

- ◆ Developed procedures that increased efficiency and ease of use
- ◆ Helped and trained users to interface with the mainframe
- ◆ Generated policy and procedure documents
- ◆ Wrote macros for users
- ◆ Coordinated users, programming and warehousing to ensure efficient use of CPU and printers
- ◆ Planned, coordinated, and ran day-close and month-close procedures
- ◆ Wrote job streams and set up systems for tracking of backups
- ◆ Monitored the HP 3000 including Netbase utilities
- ◆ Monitored and sized datasets
- ◆ Installed patches
- ◆ Troubleshooting and finding fixes

Sales Supervisor

- ◆ Generated policy and procedure documents
- ◆ Hired, supervised and trained new sales representatives
- ◆ Handled problem customers
- ◆ Adjusted prices and approved bid quotes
- ◆ Handled incoming sales calls
- ◆ Supervised entry of sales information into database

The Plans Room Of Washington

1989-1991

Database Administrator

- ◆ Maintained database on IBM PC network of all sales contacts & prospects
- ◆ Trained Account Executives on using database
- ◆ Generated reports for sales persons
- ◆ Managed schedules
- ◆ Generated weekly sales mailings

Telemarketing Coordinator - Called construction contractors to set up appointments for Account Executives to sell construction information services

Professional Musician/Entertainer

Played a "Single Act" in restaurants, clubs, weddings, parties.

- ◆ Generated promotional material
- ◆ Booked jobs
- ◆ Worked with caterers, event coordinators and restaurant staff

Guitar Teacher

Education

University of Arizona - BA Liberal Arts