Douglas Drenkow

http://douglasdrenkow.com

For over 30 years I have achieved strategic business objectives by designing, developing, and marketing innovative, interactive user experiences — *websites, web apps, mobile apps, streaming video on demand, radio and cable television talk shows and podcasts, and educational software* — *for major corporations, elected officials, government agencies, universities, and professionals locally, nationally, and internationally.*

Experience

Coalition Technologies, LLC, Remote and Culver City, California, June 2017 to present
Senior Digital Strategist at Google Premier Partner Agency

Challenges: Businesses need technical and strategic advice and partners to design, develop, and market lead-generation (WordPress) and ecommerce web sites (BigCommerce, Shopify, WooCommerce, Magento).
Actions: Learn business requirements and objectives of prospects; customize and present proposals and agreements for website design and development, Search Engine Optimization (SEO), Pay Per Click (PPC), Social Media, or Email marketing; put together and prepare large teams of specialists to implement multifaceted strategies in partnership with clients; help resolve any issues that may arise; update proprietary CRM.
Results: Earn trust of hundreds of clients in wide range of industries and help them earn millions of dollars in additional revenue. Named 2022 Team Member of the Year, out of 250+ global team members.

Building Safety Solutions, Inc., http://bssnet.com, Pasadena, California, July 2011 to June 2017
Manager of Technology and Communications, Web App and Hybrid Mobile App Developer, UX Designer

Challenges: Apps for fire- and life safety-training and infrastructure-protection were based on Flash, being phased out online and not playable on iPads etc. of clients, including One World Trade Center, Burj Khalifa (world's tallest building), Bank of America, Google, Sony Pictures, Los Angeles City Hall, and LAX.
Actions: Used HTML5, JS, JW Player, and Video.js to redevelop web/desktop apps with streaming video on demand. Used CSS3 and object-oriented JS to develop responsive SPA user interfaces with dynamic menus.
Results: Won contract with one of nation's largest office property owners, Brookfield Properties. Sparked or reignited interest from major corporate and public entities in the U.S., U.K., and U.A.E.

Challenges: Increasing numbers of clients use mobile first. Company's life-safety and infrastructure-protection apps relied upon Internet connectivity, poor during emergencies or within large buildings.
Actions: Developed company's first, hybrid mobile apps, as with 1GB of self-contained content. Worked with external designers and developers in creating UX and UI of native iOS and Android apps.
Results: Delighted clients, prospects, and end users. Gave company major competitive advantage.

Challenges: Prospective clients required company's top-selling life-safety app be significantly modified.
Actions: With CEO and vice presidents identified market segments, architected new products, and redesigned UI. Redeveloped Flash/ActionScript; implemented JSON-based plug-in with backend engineers.
Results: Won new contracts, including company's then-largest-ever, with Irvine Company. Created platform eventually used for streaming VOD (Please see above).

Challenges: Sales team needed to demonstrate products online or in person without Internet access.

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Actions: Developed standalone and online HTML5 video demos. Created demos and redeveloped website (http://bssnet.com) with responsive web design and with WordPress, which sales team could update.
Results: Sales team reaches prospects more effectively. Website has garnered requests for new sales.

Drenkow Media, Arcadia, Hollydale, and Pasadena, California, January 2000 to December 2011
Online and Multimedia Designer, Developer, and Producer

Challenges: High-end clients of full-service design agency needed Content Management Systems (CMSs).
Actions: Subcontracted as front-end developer. Worked with remote designers and developers to customize WordPress sites. Wrote layperson's guide to readily manage notoriously complex Drupal CMS.
Results: Exceeded expectations of demanding clients locally and internationally.

Challenges: Business consultants, attorneys, and other professionals as well as nonprofit organizations needed to establish or increase their presence online, with websites, e-mail newsletters, and social media.
Actions: Designed and developed websites and accounted for browser inconsistencies. Developed e-mail templates, to display properly in all clients, and managed e-mail campaigns, as with iContact and PayPal links. Consulted on social media, SEO, and online branding. Edited text of websites and e-newsletters.
Results: Enhanced the online reputation of well-respected, successful professionals. Reached thousands of C-level executives monthly. Raised money and awareness for civic leaders and student arts programs.

Challenges: Talk shows hosted by former Screen Actors Guild president needed on-air and online content.
Actions: Co-produced shows. Booked nationally known guests and sent e-mail blasts on weekly basis. Developed iTunes podcasts, online audio and video archives, and CD and DVD demo discs. Conducted statistical and other research. Co-wrote business plans, sponsorship proposals, and marketing materials.
Results: Bestselling authors et al. appeared, loyal following developed, national syndicators responded.

D.E.D. Electronic Publishing, Arcadia, California, August 1988 to December 1999
Entrepreneurial Programmer and Publisher of Ground-Breaking, College-Level Educational Software

Challenges: Tens of thousands of pieces of data needed to be cross-referenced for "biological controls" of insects. Similar approach was uniquely suited for "compare and contrast" studies in other academic fields.
Actions: Researched, wrote, designed, developed, and published first-of-kind educational software. Coded Relational Database Management Systems in GWBASIC for almost all PCs with pre-cursors to hyperlinks.
Results: "Excellent" reviews from *CHOICE*, a publication of the American Library Association. Sales to Yale, American Museum of Natural History, USDA, S.C. Johnson & Son, and many others worldwide.

Education

University of California, Davis
Bachelor of Science with Highest Honors in Plant Science

Selected Honors
- National Science Foundation Graduate Fellowship Winner.
- 99th Percentile on Graduate Record Examination in Biology.
- 97th Percentile on G.R.E. in Quantitative Aptitude (Mathematics).
- Regents Scholar, with Special Citation from the Chancellor.
- Alpha Zeta Award, as top UCD freshman in College of Agricultural and Environmental Sciences.

Majored in Plant Science
- **Botany:** Plant Systematics, Physiology, Anatomy, Pathology, Ecology, etc.
- **Agricultural Technology:** Soil Science, Water Science, Greenhouse Design and Management, etc.

Excelled in well-rounded education of pure and applied arts and sciences
- **Mathematics:** Calculus and Advanced Statistics.
- **Physical Sciences:** Physics, Chemistry, Organic Chemistry.
- **Biological Sciences:** Biochemistry, Botany, Zoology, Entomology.
- **Social Sciences and Humanities:** Cultural Anthropology*, Macro-Economics*, U.S. History, Rhetoric, Philosophy*.

Taken in Summer School at Pasadena City College.