



# Edward Phelps

## Resume

575 Pharr Road #52403 Atlanta, GA 30355  
t: (404) 542-2557 e: edward@edphelps.com w: edphelps.com

### Overview

A mature technology management professional with the ability to work at all levels within an organization. A deep knowledge of both creative and technical processes. Skills include strategy, team building, product & project management. Successfully managed complex initiatives spanning multiple industry verticals. Specializes in aligning resources with strategic priorities; promoting strong communication between cross functional teams; systems and process design; P&L, effective scope management; and agile SCRUM process.

### Experience

#### Flawless Websites | 2017 - Present

Sell tools online and freelance contract web design services.

#### RR Donnelley | 2014 - 2017

Established and Managed the Enterprise Development Solutions team specializing in custom design and development of enterprise web applications for fortune 100 companies. Setup web-based project and team management systems to enable use of global resources. Achieved +\$2 Million revenue, with +40% average margin and 100% on- time delivery.

#### Business Marketing Systems | 2007 - 2012

Founded and managed a marketing and communications design services agency. Designed, developed, and managed integrated marketing communications strategies and campaigns for leading corporate, government, and non-profit organizations including: American Cancer Society, Atlanta Office of Cultural Affairs, Atlanta Committee For The Olympic Games, Coca-Cola, Fulton County Arts Council, HBO, the HIGH Museum of Art, and Turner Broadcasting.

### Education

**School of Visual Arts** - Bachelor of Fine Arts, Illustration & Graphic Design

**Southern University** - Bachelor of Science, Accounting

### Core Competencies

Business Development | Project Management | Strategy | P+L | Team Building | Program Design + Development | Alliances + Partnerships | Creative Direction | Agile SCRUM | Product Management | Marketing Automation | Analytics | Training + Compliance | CRM | Social Media Marketing | Web Analytics | SEO

### App Skills

HTML | CSS | MS Office | Apple Pages, Numbers, and Keynote | OmniGraffle | XMind | Slack | Drupal | WordPress | Pantheon | AWS | Alfresco | Jira | Confluence | Trello | Harvest | LiquidPlanner | Pivotal Tracker | Litmus | Browserstack | MailChimp | Campaign Monitor | GetResponse | Silverpop Engage Certified | Google Analytics | Piwik Analytics | Hootsuite | HubSpot | Salesforce | Agile CRM | Aha | Leanstack

### Clients

Georgia Natural Gas  
HBO  
Krispy Kreme  
MetLife  
Roche Diagnostics  
Toys'R'Us



## Accomplishments

### **RR Donnelley - Manager, Enterprise Development Solutions**

PRODUCT MANAGER & TEAM LEADER | RR Donnelley: Established and led an in-house team to design, develop, and maintain custom enterprise web-based software solutions. Achieved +\$2 Million revenue, +46% Margin, and 100% on-time delivery. Managed cross-disciplinary teams, contract resources, and vendors. Designed, developed, and deployed new project management systems to enable working with global developer resources. Developed an in-house managed hosting capability, and new SLAs. Established partnerships with key solutions providers to deliver integrated cross functional solutions.

### **MetLife - Portfolio Builder Tool**

Managed a multi-national team on the design and development of the MetLife Portfolio Builder Tool. A custom .NET sales application that rapidly constructs and previews asset portfolio allocations using a combination of individual investment options and/or one or more Blueprint models. Features include a responsive UI and role-based administration.

### **MetLife - QuickPredict Tool**

Managed a multi-national team on the design and development of a Drupal powered responsive web application that helps MetLife representatives accurately estimate a clients rating class through a series of branch logic questions.

### **Roche Diagnostics - Code Activation System**

Managed a multi-national team on the design and development of a custom Drupal powered web application that enables creation, activation, management, and reporting on unique mobile app Activation Codes. The system authenticates and activates mobile app users. System administrators can create codes, track and report on code activation activity.

### **Toys'R'Us - Info Center**

Led the design of a user interface (UI) design for a leading retailer to enable rapid visitor access to key website legal, promotional, and services content.

## Featured In

Marketing Sherpa  
One's To Watch - Dossier Magazine (February 1999)  
Regional Emmy Award - *Southern Region On-Air Design*  
Best Business Card Design  
Best Shopping Bag Design  
Best Letterhead Design

## References

### **Hans Jensen**

*Project Leader, Lifecycle Team Diabetes Management Solutions (DMS)*  
Roche Diagnostics Corporation  
[hans.jensen@roche.com](mailto:hans.jensen@roche.com)  
317-521-6212

### **Steven Margolis**

*Executive Director*  
Donnelley Financial Solutions  
[steve.a.margolis@dfsco.com](mailto:steve.a.margolis@dfsco.com)  
917-623-6861

*"Ed has a detailed understanding of web design on multiple platforms, and excels at project management and team development to deliver complex projects, in a timely manner. Ed's approach to project discovery, and mutual scope and agreement, ensures the final project meets clients expectations for functionality and design. We have worked together on several projects that have always had successful outcomes for the client and the provider."*

### **Steve Power**

*Managing Director*  
Initsix  
[steev@initsix.co.uk](mailto:steev@initsix.co.uk)  
44-7850-883-433

*"Ed is a leader with great experience in many different areas. I have worked with Ed on combining high tech websites and mobile apps with print and tv media for the last three years. When new technologies are brought to the table Ed quickly distills the business value and where this should sit in the solution. Ed is amongst the most erudite technology/business leaders i've worked with."*

### **Thomas Whiston**

*Lead Drupal Developer*  
PwC Experience Center - Zurich  
[tom.whiston@ibrows.ch](mailto:tom.whiston@ibrows.ch)

*"Ed has shown that he has a keen eye for detail and an interest in assuring the highest quality of solutions. As such Ed has consistently pushed for robust long term solutions rather than quick fixes, and in doing so helped to support the longevity and continued operation of his customers sites. I feel that Ed keenly understands the importance of adhering to standards and maintaining high quality work from his team and uses this as the basis for his practices."*

### **Troy Matthews**

*Co-Owner*  
Private Chefs of Atlanta  
[troy@privatechefsofatlanta.com](mailto:troy@privatechefsofatlanta.com)

*"Ed and his team team fixed the issues we were having with our site getting hacked. They also implemented the new site design we provided beautifully."*

### **Kim White**

*Owner*  
Private Chefs of Houston  
[kim@privatechefsofhouston.com](mailto:kim@privatechefsofhouston.com)