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www.linkedin.com/in/richardnaz
(LinkedIn)
www.wsj.com (Company)
www.richardnaz.com (Personal)

Top Skills

SEO
Web Analytics
SEO Audits

Languages

English (Native or Bilingual)
Polish (Professional Working)
Spanish (Native or Bilingual)

Certifications

Microsoft Certified Systems Engineer
(MCSE)

Publications

Rich Nazarewicz And Max
Deirmenjian From Dow Jones &
Company
When abroad, a survival instinct
kicks in
Agencynomics

Richard Nazarewicz

Technical SEO Manager at The Wall Street Journal
Greater New York City Area

Summary

Technical Lead, Digital Manager, Web Developer, and SEO Expert with a proven track record in developing websites, portals, and apps online, and consulting on small to enterprise solutions for over 15 years. Planned and managed projects aligning business goals with technology solutions to drive process improvements, competitive advantage and bottom-line gains for top-tier organizations across many sectors as well as small businesses with experience in the US, UK, Spain, France, Holland and Italy.

Experience

The Wall Street Journal
1 year 9 months

Technical SEO Manager
January 2018 - Present
Greater New York City Area

On a daily basis I play a key role in the growing Membership team at The Wall Street Journal, one of the world's leading publishers. Specifically, I will work across the The Wall Street Journal branded sites. A key goal is to inspire the loyalty, engagement and expansion of our audiences – the lifeblood of any news organization – sitting at the intersection between Marketing, Editorial, Customer Insights, Tech and Product.

I strive to understanding how content travels and how we maximize visibility of our content in search, to produce rich and actionable insights that inform our product direction and editorial strategies.

SEO Specialist
June 2017 - January 2018 (8 months)
Greater New York City Area

Technical SEO auditing, strategy, reporting and best practice. Focusing on the The Wall Street Journal's Organic Search ranking, and working with the Dow Jones, and News Corp Audience Development teams.

A special focus on new Tools and Apps for SEO, WordPress sites internally, and new initiatives.

Revolution Digital

Technical Project Manager

April 2017 - June 2017 (3 months)

Morristown

Oversaw the development of Honeywell's global business unit's websites in WordPress, with 64 version of the site instance, each with its own relevant copy, functionality spec, language, and online sample ordering. Leading a team of offshore Designers and Developers to build a custom theme, working with the client across different business units across time zones, and building Functional Specs, QA, UAT, SEO Compliance checks throughout the project.

Blue Fusion Solutions

Digital Technical Lead

March 2014 - June 2017 (3 years 4 months)

Greater New York City Area

Worked in a variety of roles on digital projects including technical lead, SEO manager paid/organic/social, project manager, developer, cloud specialist, and social media manager in collaboration with various digital agencies in New Jersey and New York.

Lform Design

Freelance Project Manager

2015 - 2015 (1 year)

Verona, NJ

Blue Fusion Solutions

Chief Technology Officer

September 2005 - February 2014 (8 years 6 months)

Madrid Area, Spain

Managing the day to day Technical aspects and Business Consulting of Blue Fusion Solutions a Creative Multimedia and Web Technology company based in Madrid, Spain that caters to English and Spanish speaking markets. Our clients benefit from all the latest developments in Online Applications, Social Media, Web Design, CMS, Learning & Educational Platforms, Customized Hosting, Solutions Architecture & Consulting Services.

Planet Red Media S.L.

Director Of Marketing And Business Development

January 2002 - September 2005 (3 years 9 months)

Channel management for SMB/SME for clients such as HP, Microsoft and Intel visiting distributors all over Spain and compiling statistical information on how their channels are working.

We also executed various telemarketing campaigns into Spain, Portugal, Italy and France for many IT companies from the US and UK. We also started to develop web based solutions for our clients and this is where the future of our business would end up with my next project!

HP

Windows Datacenter & High End Intel Sales Manager

June 2001 - December 2001 (7 months)

Working directly with Compaq in Spain to develop the Datacenter and Advanced Server business solutions and Strategies. Producing product and pricing information, assisting in developing training for the channel, writing the "go to market" and Sales plans for Magirus. Magirus Spain is one of the distributors authorised to sell a Datacenter solution, and is a European distributor based in Stuttgart.

Reporting to the EMEA VP on sales and strategy within the Spanish market, to continue to develop the leading sales strategy for Datacenter sales within Compaq EMEA.

Assisted in providing technical consulting for the channel and their customers for high end Wintel solution.

Compaq

3 years 7 months

UK Business Manager Microsoft Solutions

December 1999 - January 2001 (1 year 2 months)

Reporting directly to the UK management board to present Sales forecasts, Budgets and company strategy for my given market, and to advise the board on how to accomplish targets set by corporate in Houston.

Responsible for a staff of marketing assistants, plus four Pre-Sales engineers who worked in a matrix organisation to deliver to enterprise customers the strategy for the solutions we had developed. To be the interface between Compaq and Microsoft, Lotus, GroupWise, including SI partners. Research and develop Solution sets, Marketing Brief and Go to market plans for the messaging business in the UK. Manage and audit the internal capabilities of Compaq's Services organisation and incorporate them as part of the corporate strategy. Work to develop road shows, PR and launches. Programs worked

on include Exchange 2000 / .Net launch, Lotus SI partner accreditation, and assisted in defining the corporate strategy for Knowledge Management.

Pre Sales Technical Consultant

July 1997 - November 1999 (2 years 5 months)

Assigned to specific corporate accounts within the Pharmaceutical and Travel industries such as Glaxo, Smith Kline Beecham, Eli Lilly, Bayer, BA, Going Places and Thomas Cook. Working with Sales Account Managers to provide tailored solutions, which meet customers short and long term goals. Managing and coordinating testing and benchmarking to qualify prototypes, developing SLA's with customers. Delivering technical and strategic presentations to customers at IT Manager and Director level.

UK Messaging & Collaboration technology champion giving a technical focus on current and future technological innovations which I then passed onto customers who have an interest in this area.

Worked with UK Business Manager for Messaging solutions to help develop company strategy, marketing plans, and packaged solutions for UK and EMEA.

Held the position as UK and EMEA technology champion for Exchange and other Messaging based solutions.

Cable & Wireless Communications

Switch Operations Engineer

September 1990 - July 1994 (3 years 11 months)

Manage a complex telemetry network of alarms and system data. Working in a 24x7 manned switch, switching international traffic. Provide systems administration support for whole call center, LAN, Win NT, UNIX, WAN, Office, Windows.

Education

Oxford Brookes University

BSc Hons, Computing & Information Systems · (1994 - 1997)

Bracknell & Wokingham College Berkshire UK

BTEC HNC, Computing · (1990 - 1992)

Blessed Hugh Faringdon Catholic School

· (1984 - 1989)