

RAPHAEL ZBILI

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MARKETING & TECHNOLOGY MANAGEMENT

strategic planning & execution | lifecycle management | business systems analysis

Talented e-Business and Web Architect Thought Leader who bridges marketing and technical areas, using extensive business analysis to develop Web solutions for corporate, sales and consumer user needs. Background maximizing operational and financial performance, overseeing multimillion-dollar projects and resource allocation, while adhering to budget and timelines. Proficient guiding organizations through process improvement, by identifying and transforming business requirements into strategic solutions via SDLC methodologies. Proven supervisory and performance management skills, as well as customer service-oriented approach to daily operations. Results-oriented, with track record for bringing together disparate groups to achieve common objectives. Ability to articulate complex concepts to non-technical audiences. Masters degree in Computer Sciences. Fluent in English, French and Hebrew. Additional core competencies:

- ◆ Research & Development
- ◆ Process Reengineering
- ◆ Object-oriented Architecture
- ◆ e-Commerce/e-Business
- ◆ Integrated Multimedia
- ◆ Budgeting & Forecasting
- ◆ Performance Management
- ◆ Training & Development
- ◆ Risk Management

PROFESSIONAL EXPERIENCE

Hilton Grand Vacations Company (Orlando, FL)

Senior Manager e-Business/e-Commerce Technology

2006 – Present

Management

- Oversee \$891,000 budget, with disbursement authority. Report to Vice President, Marketing.
- Supervise five developers, providing e-commerce and e-mail tools and best practices guidance. Responsible for: interviewing and hiring decisions; annual performance evaluations; salary recommendations and career path development. Reduced payroll by \$55,000 for 2010 budget without downsizing.
- Identified \$220,000 in savings, by implementing e-communications-only policy, including eliminating \$70,000 for printed member guide. Satisfied members' needs by building user-friendly online guide.
- Serve as Multimedia Team Manager. Achievements include: adoption of SCRUM methodology for Agile software lifecycle development; supervising all website design and maintenance; and FLASH and Flex modules (e.g., interactive sweepstakes with .NET web service and XML-driven resort gallery).
- Worked with various business units or business stakeholder to get their product online and to produce their web marketing initiative.

E-Commerce

- Implemented Google Analytics (vs. company-proposed Omniture) saving \$60,000. Trained 17 internal business users across Club Management, Direct Sales/Marketing and IT departments in U.S. and UK.
- Spearhead significant IT and marketing initiatives, including:
 - Vacation packages online booking engine, with dynamic pricing based on typical buyer model:
 - Led first .NET project connected to legacy system. Recently redesigned using Flex platform.
 - Managed booking engine awareness campaign, increasing e-mail blasts by 340% for 6 months. Elevated traffic on marketing Website 53%, with 33% jump in package sales via e-bookings.
 - Provided three-week turnaround, managing team programming, testing and deployment.
 - Redesign main revenue-driving marketing (hiltongrandvacations.com) and member (hgvclub.com) sites:
 - Developed advanced online travel reservations module, enabling users to 'slide' through Hilton inventory availability for next 365 days, based on member level.
 - Devised live e-chat solution supporting member Website users 20 hours daily. Saved on outsourcing costs, phone-room fees and member wait times: one operator manages up to five simultaneous e-chats.
 - Collaborated with Member Services, Finance and other departments to assess business and end-user requirements. Developed project scope and benchmarks; managed testing and rollout.
 - Saved nearly \$300,000 by using internal resources for both projects.
 - Employed Web 3.0 technology for reservation system to maximize user experience.
 - Garnered 26% increase in member-site revenue: more than \$790,000 the first year.

- Online Sales Presentation: Architected sales tool with built-in FLASH (and Salesfoce/.NET interaction), enabling sales agent to remotely control timeshare presentation over the Web.

Sales & Marketing Multimedia

- Sales Center multimedia technologies that operates in six locations throughout the U.S.:
 - Plasma screen presentation includes virtual vacation site tours, simulation of program benefits, and topographic map on touch screen table.
 - Completed in 3 months with small internal team, saving \$110,000 in development costs.

Hilton Grand Vacations Company (Orlando, FL)

Development & Architect Team Leader

2004 – 2006

- Managed three developers and one database administrator.
- Implemented Agile development methodologies. Instituted load balancing architecture at network and application levels, improving server usage and Website performances.
- Collaborated with business analysts to define requirements for Caliber, Hilton's largest Marketing Information System/CRM. Designed and built software side, including direct interaction with legacy system, via middleware and database transaction.
- Developed and maintained Java-based Web applications library to interface directly with core business systems (e.g., member site). Required object-oriented development and extensive coding and performance testing to communicate with legacy system. Created reusable code libraries for junior developers to use in writing applications against legacy system.
- Architected timeshare-specific point of sale terminal for hooked vacation packages and tours, requiring multimedia content, and PCI (Payment Card Industry) and PII (Personal Identifiable Information). Ensured backend secure Web service connected to UNIX and de-duped with internal data-mart. Deployed customized versions for Orlando, New York, Las Vegas and Hawaii sales centers.

Hilton Grand Vacations Company (Orlando, FL)

Intern Developer

2004

- Built enterprise Intranet portal using Apple WebObjects Java-based framework: full integration with active directory; legacy business system interface; CSS for consistent cross-platform/browser layout.

NEUF CEGETEL (Paris, France)

Project Manager Assistant

2002 – 2003

- Developed new modules for leading wireless provider's ISP user Website, using ASP, MSSQL, XML, RSS, facilitating internal search engine, FAQ and Webmail.
- Implemented new projects, including partner technology integration that enabled Neuf Cegetel to target advertising and provide news feeds and video content to members.

EDUCATION

ROLLINS COLLEGE, Orlando, Florida

Crummer Management Certificate Program, 2007

LEONARDO DA VINCI UNIVERSITY, Paris, France

Master of Science in Computer Sciences, (combined Bachelor's and Master's program), 2004

TECHNICAL SKILLS

- Operating Systems:** Mac OS X; Windows; UNIX; FreeBSD; Solaris; Linux
- Programming Languages:** Java; ActionScript (Flash, Flex); Ajax; SQL; HTML; XML; CSS; ASP; C#; Shell Script; PHP, JavaScript;
- Specialty Areas:** Large-scale Systems Design / Architecture / Implementation; Web Service or Application Design and Development (.NET, Java, Flash/Flex); Timeshare Systems Development; SOA; Middleware with legacy system.
- Environment:** Adobe LiveCycle; Apple WebObjects; Java Web Applications, Adobe Flash Media Server 2 / 3; SQL Server 2000 / 2005; .NET Framework, RCC/Voice/DBL
- Web Analytics:** Omniture SiteCatalyst; Google Analytics
- Methodology:** Agile / SCRUM;
- Software:** MS Office, Photoshop;

