

Keith Evan Ratner

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LinkedIn Public Profile:

<http://www.linkedin.com/in/keithratner>

Summary

Over twenty years' experience in the healthcare, management consulting and finance industries. Experience includes scripting/programming, creative services, media planning, networking and software training, project supervision and management, branding strategy, process automation, and departmental support.

Professional Experience

2000 – 2009

Davis Vision Inc., Plainview, New York

2000 – 2009: Senior Director of Corporate Communications

- Redesigned commercial website
- Designed top-level corporate marketing presentations
- Developed electronic and print marketing campaigns
- Designed marketing collateral to support business development efforts
- Streamlined production of customer facing materials
- Automated complex mainframe-backed mail processes utilizing Document Composition software
- Coordinated and supervised documentation processes
- Built Flex-based documentation forms management application
- Built Flex-based search utility to enable customer service representatives to search mailing status
- Developed and maintained corporate branding strategy, image and stylistic guidelines
- Analyzed provider network data to support marketing efforts utilizing GeoAccess, Quest Analytics and other proprietary GIS/Mapping software
- Supported business development opportunities resulting in plan membership increase from 2 million to 18 million lives and revenue increase from \$100 million to over \$500 million
- Coordinated and supervised output equipment and workflow strategies
- Drafted application requirements for and assisted in development of integrated Request for Proposal (RFP) Tracking System
- Developed database application to track transitional sales activity during corporate merger
- Developed custom database to manage marketing direct mail fulfillment
- Developed custom project and document management system including web-based reporting interface to streamline business processes
- Implemented systems to streamline graphics production

1996 – present

Skillz Design, New York, NY

Technical Consultant

- Marketing, Graphic Design, Web Development, Programming

Keith Evan Ratner - Resume

1995 – 1996

A. T. Kearney, San Francisco, CA

Graphic Designer

- Document processing, proofreading, desktop publishing, preparation of presentation materials and proposals, project coordination and expense tracking within graphics department of global management consulting firm

1993 – 1995

Price Waterhouse LLP, San Francisco, CA

Document Processing and Graphic Design Coordinator

- Word processing, graphic design, desktop publishing, project coordination, programming, technical support, database administration, expense tracking, development and maintenance of corporate standards and formats for “top six” accounting firm

Technical Skills

Expert skill levels in multiple tools and platforms including Microsoft Office (PowerPoint, Word, Excel and Access) and Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver), Quark XPress, GeoAccess proprietary database analysis software, working knowledge of Crystal Reports and Adobe Flex 3.

Design/Development Samples Online:

<http://www.skillzdesign.com/photoflash>

Flex photo album, PHP/XML backend

<http://www.skillzdesign.com/ia>

Flex band website, PHP/MySQL/XML backend

<http://skillzdesign.com/blog>

Personal Weblog, WordPress implementation

Affiliations

Troy Web Consulting

New York State Capital Region Adobe Solution Partner

<http://www.troywebconsulting.com>

Presentations

Computer Graphics – An Overview, November 7th, 2008

Presented to New York State Forum Webmasters’ Guild

http://www.nysforum.org/documents/html/2008/webmastersguild/NYSWebmastersGuild_ComputerGraphicsPresentation_2008_11_07.html

Certifications/Licenses

2005 Dale Carnegie Leadership for Managers Certification

Education

1990 B.A., Hunter College, New York

Major: English, Minor: Human Communications

References Provided Upon Request