

# Nathan Stambro

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**Dedicated and passionate web developer who has been creating user-friendly experiences on the web for over 10 years.**

## Summary

- Extensive experience planning, designing and developing scalable and user-friendly websites and e-commerce sites.
- In-depth knowledge of Usability, Programming Standards, Design Patterns, Web Marketing and Search Engine Optimization.
- Keen problem solving and analytic skills and a strong intuition into user and business needs. Able to quickly visualize and understand complex processes.

## Skills

**Technologies:** ASP.NET, C#, VB.NET, ADO.NET, T-SQL, XHTML/HTML, CSS, JavaScript, ASP.NET AJAX, jQuery, XML/XSLT, Web Services, GDI+, Classic ASP, Microformats, SSL, CommunityServer, WordPress, Joomla, ISAPI\_Rewrite, UrlRewriting.NET, Google Maps API, eBay API, PayPal API, CyberSource API, ExactTarget API, Silverpop API, Amazon MWS API, Amazon S3 API, Microsoft Dynamics NAV Web Services

**Software:** Visual Studio, SQL Server, IIS, Subversion, StyleCop, ReSharper, Google Analytics, Google Website Optimizer, Google Webmaster Tools, Google AdWords, Photoshop, DreamWeaver, Microsoft Office (plus Access, Visio and Project)

## Professional Experience

### Klipsch Group, Inc.

Web Team Lead/Manager of Web Technologies

**April 2000 - Present**

- Developed, managed and maintained 4 brand websites, 4 community websites, 3 B2B websites, multiple product mini-sites, an intranet website and countless internal web-based applications that average over 580,000 visitors (409,000 unique visitors) a month.
- Developed daily using ASP.NET, C#, VB.NET, T-SQL, JavaScript, XHTML and CSS.
- Designed and developed an e-commerce website that averages over \$1,000,000 in sales annually using the CyberSource API, eBay API, Amazon MWS API, Web Services and EDI.
- Improved conversion rate of store checkout by 33% using A/B and Multivariate testing and a strong understanding of the psychology surrounding e-commerce. This increased revenue by approximately \$95,500 over the first 3 months.
- Improved Search Engine Optimization resulting in increased visits by 34%, unique visitors by 38%, page views by 28%, search traffic from Google by 39% and keywords from search by 41% over an 18 month period.
- Utilized website analytics to influence design/development and web marketing decisions.

- Designed and developed a multi-tiered Content Management System with multilingual and localization capabilities allowing anyone internally to edit website content.
- Developed an advanced Dealer Locator using ASP.NET AJAX, jQuery, GeoIP and Google Maps API that sets the user's country based on IP, auto-completes City/ State as the user types their location and displays the results on a Google Map.
- Developed newsletter functionality using the ExactTarget API and XML for a list of over 40,000 subscribers. Recently reprogrammed this to use the Silverpop API.
- Developed 3 B2B websites using a single common code-base that switches databases and visual themes/skins based on the URL used to access each site.
- Developed a custom literature application using GDI+ where dealers choose printable media (postcards, posters, etc.), upload their logo and contact information and then generate a high-resolution PDF containing their personalized information.
- Implemented, skinned and managed 3 community websites (forums, blogs and photos) with over 40,000 members and 640,000 posts using CommunityServer.
- Designed and developed an issue tracking web application for Customer Service that has processed over 18,000 customer cases.
- Designed and developed 3 internal web applications using the CyberSource API that has processed over 67,000 credit card transactions.
- Currently developing a B2B website using ASP.NET, C#, jQuery, AJAX, CSS, XHTML, and Microsoft Dynamics NAV Web Services.

## Freelance

Web Designer/Developer

**January 1999 - Present**

- Designed and developed a custom e-commerce website using ASP.NET, VB.NET, XHTML, CSS, AJAX, JavaScript, T-SQL and PayPal API that averages over \$100,000 annually.
- Designed the Graphic Design and User Interfaces for several sites using Photoshop, Illustrator, XHTML, CSS, JavaScript and jQuery.
- Implemented and customized a blog using WordPress and another site using Joomla.

## Training & Education

- Self-taught\* - Daily
- Nielsen Norman Group's User Experience 2007 - 12/2007
  - Information Architecture - Dan Brown
  - Application Usability 1 - Chris Nodder
  - Application Usability 2 - Chris Nodder
  - Web Metrics - Jim Stern
- Project Management Methodology and Project Lifecycle - 10/2007
- Microsoft Project 2003 Level 1 and Level 2 - 7/2007
- Administering a Microsoft SQL Server 2000 Database (2072A) - 9/2005
- Bachelor of Science in Media Arts and Science at IUPUI - In Progress

\*I have a ferocious appetite for knowledge and love to learn anything and everything I can. It's the main reason I love the web so much. So much constantly changes on the web that I am forced to always be learning to keep up and that's a challenge that excites me!