

D. E. WANGENHEIM 20159 Lassen St. Chatsworth, Ca 91311
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OBJECTIVE

To obtain a position as a Affiliate Manager in an enterprising organization which will provide opportunities to apply my salesmanship, marketing skills, and management proficiency.

SUMMARY

Developed and administered business solutions for web sites to increase sales. Use of online affiliate providers, services, search engines and programs to attract over 135,000 affiliate managers, marketing managers and online business operators that use affiliate programs to earn additional revenue streams from their online business. As a former baseball relief pitcher I thrive on pressure situations. My job was to close and today I use that experience in the business arena. As manager of affiliate marketing and sales I am exceptional, creative and driven. I discover and develop new web site affiliate programs. Work with business managers that open and maintain affiliate sales programs, which drive buying customers to web sites. I study what the competition offers, then expand on our superior product benefits and major selling points. I use this to increase sales, product reorders, teach in-house sales personnel and at the same time use it to maintain customer relations. I believe in a thorough customer needs assessment. I am known as the "investigator".

RESPONSIBILITIES

- Manage overall affiliate strategy
- Report program financials.
- Identify and research potential affiliate partners, and sign new revenue agreements.
- Maintain strong working relationship with existing key affiliates and partners.
- Work with affiliates to place appropriate creative on their sites.
- Monitor results and make adjustments that optimize performance and revenue.
- Manage and verify commission payments
- Experienced negotiator
- In-depth knowledge regarding online Affiliate Marketing/Sales
- Strong understanding of and able to communicate about CPC and CPA
- MS Office, communication and organizational skills.

DEMONSTRATED STRENGTHS

New Business Development, ROI, Key Metrics Analysis, Interpersonal Relations, P&L Responsibility, Account Relationship Management, Competitive Planning, Project Program Management, Trade Shows Development, Team Building, Leadership, Creative Design, Brand Promotions, Strategic & Tactical Sales Planning, Sales & Budget Analysis, Training & Development, Customer Service & Retention.

KEYWORDS

Familiar with the following; MARCOM, IMPAC payment system, Adobe Web Tools, Adobe PhotoShop, Illustrator, In Design, Dreamweaver, Flash, PageMaker, Quark, FrontPage, FTP Programs, Access, Microsoft Office, Icode AccWare accounting, Icode AccWare Online, Sage Mas 90, Crystal Reports, Microshare Basic Accounting, VB, Oracle, Java, HTML, XML, IE, Mac Xserve, Commission Junction, CPC, CPS, CPA, MRP, Lean Manufacturing, Security software, Firewalls, Intrusion Detection Systems, Dedicated Servers, Collocation Hosting, Messaging Solutions, ASP, intranet, Collaboration, extranet business models, Streaming Video, Audio streaming (internet radio), e-commerce Management, ASP Services, Wireless based Merchant Shopping systems, Data Management Systems, T-1,3, OC3, .Net Solutions, ACT, Maximizer, and Goldmine, Dos, Windows, Windows 2000, XP, Products, Server, Workstations, IIS web server, Novel NetWare, GroupWise, Mac OS9.x, Mac 10.x, PC's, Power Mac's, Network Printers/Copiers, installation, migration, repairing software, and security concepts

EMPLOYMENT

D.E.W. Information Technologies
20159 Lassen St Suite A
Chatsworth, Ca 91311
Internet Sales and Marketing Consulting March 1997-Present

- Established affiliate and product marketing internet expos, industry trade shows, and exhibits to showcase products, services and companies at expos4products.com, 4mobileproducts.com, thevirtualgallery.com, eye4products.com, keanebio.com, hypercel.com, Scitx.com, performanceproducts.com, stolenracecar.com and others
- Instituted affiliate and reseller programs
- New Product research for streaming infomercials and e-commerce sales for eye4products.com
- Search engine placement, optimization, ranking services and software products for B2B companies
- Designed co-navigation interactive web presentation pages that allow sales agents and customers to interact with each other over the Internet and telephone increasing sales to the number of calls

Scitx, Inc.

2861 Mission St.

Santa Cruz, CA 95060

Internet Sales Manager Southern California to November 2002

- Instituted affiliate and reseller programs
- Introduced Apples new Xserve servers with intranet and extranet ASP products to business's that create, manage, publish, design, and base their business on Apple's Macintosh platform (Grayzone and Cattala)
- Developed e-mail marketing programs for opt-in video and audio email

Hypercel Corp.

1145-A Arroyo Ave

San Fernando, Ca 91340

Internet Manager July 2001-June 2002

- Instituted and maintained an opt-in email sales and marketing programs
- Instituted affiliate and reseller programs
- Implemented a software migration from a dos accounting sales and inventory program to a state of the art fully integrated accounting, CMR, sales, purchasing and inventory program with an e-commerce web site (AccWare and AccWare Online by (icode.com)

WorldWebExpo.com, Inc.

San Diego, CA. 92101

Director of Affiliate and Internet Marketing to June 2001

- Designed and instituted an e-commerce interactive web site for sales of on-line national and international Virtual Trade Shows, Expo's and Trade Pavilions for global companies in energy, computer, hospitality, restaurant, entertainment, sports, and telecommunications industries
- Established business partnerships for on-line classified ad and affiliate reseller programs

Key Data Systems Corp.

16250 Stagg St

Van Nuys, Ca 91406

Vice-President Operations to January 2000

- Managed re-order sales department and the operations of four companies, with 125 employees
- Instituted affiliate and reseller programs

Future Creative Art Inc.

Chatsworth, Ca 91311

President to 1997

- Invented, formulated, built, and operated from concept an international jewelry manufacturing company with an MRP information system that integrated sales, marketing, design, production, accounting, three divisions and 35 employees
- Created a national sales department that sold to Jewelry Wholesalers and Manufacturers
- Recruited, hired, and trained sales managers, salespeople for telemarketing and direct

EDUCATION

United States Air Force, Honorable Discharge

Advanced Computing Institute
3470 Wilshire Blvd. Suite 1100
Los Angeles, CA, 90010

Certificate for Computer programming and database development (Oracle, Java, html, Access)

Los Angeles Pierce College
Woodland Hills, CA 90236

77 units toward BS in computer science and continuing at University of Phoenix Online
3.45 GPA, Lab Assistant for Geology and Oceanography Department

H.R. Department,

I believe that I am particularly well qualified for the position and would like to have the opportunity to meet with you to explore how my skills can enhance the value of your organization. Currently I would like to consider opportunities that can be negotiated for today's economic environment. I will accept a reasonable Salary/Commission/Bonus based on benefit structure, responsibility and advancement opportunity. I realize the number of excellent resumes that cross your desk; I thank you for reviewing mine.

D.E. Wangenheim
818-886-3394

REFERENCES

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Elmer Guenther
CJBL
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Mevin Kay
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