

TRACEY KROLL

WEB DESIGNER / SQL SERVER DEVELOPER

Innovative, creative Web Developer / Database Developer offering more than ten years of experience designing, building, and improving business-critical web applications, user interfaces, and back-end databases. Broad success designing and building hosted e-commerce solutions for technology service providers and management solutions supporting account management and operational transaction processing. Demonstrated expertise in industry-dominant .NET languages and tools including ASP.NET, VB.NET, ADO.NET, and MS Visual Studio. Advanced proficiencies architecting, designing, building, and enhancing dynamic SQL Server relational databases interfaced with front-end web applications. Expertise managing customer relationships and expectations as contracted Technology Consultant and as in-house subject matter authority. **Online portfolio available at <http://Tracey.Krollnet.com>.**

AREAS OF EXPERTISE:

- Web Design
- Application Development
- Database Architecture
- Technical Consulting
- Standards Development
- Client Relations
- Enterprise Systems
- Search Engine Optimization
- Site Administration

TECHNICAL PROFICIENCIES

Platforms: Mac OS X/Leopard, MS Windows 2000/2003/ XP/Vista, MQ Series
Tools: Dreamweaver, CDONTS, Crystal Reports, IIS, MapPoint, MS Visual Studio, SMTP
Languages: SQL Server, CSS, HTML, ADO.NET, ADO, ASP.NET, ASP, JavaScript, MySQL, PHP, VB 6.0, VB.NET, VBScript, XML

PROFESSIONAL EXPERIENCE

WEB CONSULTANT, Kansas City, MO & Norwalk, CT

2002 – Present

Web Developer / Project Manager

Develop innovative, tailored front and back-end web application and database solutions to clients. Serve as guide to client leadership for needs assessment, technology evaluation, user interfaces, and database performance. Create designs and validate product functionality. Conduct organizational planning and due diligence in support of product integration with key client decision makers.

Key Projects

- **Imaginative Designs:** Assisted clients with development of web presence tailored to business needs. Coded pages, formatted prepared designs, and integrated graphic designs into existing pages. Performed search engine optimization and remedied cross-browser performance issues.
- **eNR Services:** Served as primary designer and developer for 20 applications and websites for corporate web presence <http://gronline.enr-corp.com> with supporting back-end database. Created ASP.NET email application, ASP and XML-based management tools, and SQL DTS download application. Migrated VB 6.0 and ASP applications to Visual Studio 2005. Built web-based reporting and administration tools and authentication module using cryptographic hash.
- Designed, developed, implemented, and managed web presence for small businesses and non-profits. Created layouts, design, and content using user-centric navigation practices.

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TRACEY KROLL

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SURE MERCHANT, Overland Park, KS

2007 – 2009

Developer Analyst

Architected and administered SQL Server databases for e-commerce firm providing hosted web stores shopping cart solutions for contracted clients. Coded and managed product customizations and design improvements using .NET and ASP.

Key Projects

- Architected, designed, developed, and supported SQL Server database and .NET application for major telecom provider enabling seamless data management and transaction processing for over 2000 retail sites.
- Established organizational standards for database applications and mid-tier applications.
- Managed and supported flagship <http://www.mycart.net> product providing full-service e-commerce, including web marketing, shopping cart, payment management, reporting, inventory management, and order fulfillment capabilities.
- Designed and developed web service linked to proprietary Vital payment processing system that enabled clients to accept, authorize, and process credit card transactions. Built related site supporting ACH payment processing.
- Moved reporting suite from ASP 3 to ASP.NET.
- Developed automated email notifications to clients with outstanding balances.

SAC CAPITAL ADVISORS, Stamford, CT

2001 – 2002

Developer

Designed, developed, and managed core systems, applications, and process supporting administration of hedge funds valued in excess of \$6 billion. Created real-time performance reporting and statistical analysis tools used for tactical and strategic decision-making. Exported real-time Bloomberg data to feed clearing application.

Key Projects

- Developed ASP web tool to analyze and reconcile data from clearing brokers.
- Built application used to manage commissions for 600 side-sell firms valued at \$1.5 million annually.
- Migrated data module to new in-house developed P&L systems with 100% data integrity.

ALLTEL INFORMATION SERVICES (FIDELITY NATIONAL), New York, NY

1998 – 2001

Senior Client Server Developer

Managed SQL Server in 24/7 production environment. Developed applications and middleware supporting delivery of international banking and financial management services. Partnered with operational leadership to plan and implement systems upgrades, web development projects, and back-end processes.

Key Projects

- Developed application to manage loans, letters, of credit, and overdrafts. Built client server application to automatically track balances and calculate account interest.
- Enhanced Keyfile system facilitating Accounting Department's ability to manage records.
- Designed and enhanced corporate intranet using IIS 4.0.
- Upgraded MQ series from version 2.1 to 5.0.

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~ Established core production support, systems management, and IT staff management skills as **Product Support Manager with Level 8 Systems** and as **Tech Support Manager with Voyetra Technologies** ~

EDUCATION

Bachelor of Science Degree – Organizational Management (2000)
Nyack College, Nyack, NY. Graduated with highest honors.