

RODOLFO S. NATIVIDAD

Burbank, California 91504

(818) 726-2098

petn@cybernerdz.com

<http://www.CyberNerdz.com> | <http://www.PetNatividad.com>



LinkedIn



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Product/Project Manager | IT Marketing Manager

CAREER STATEMENT

Obtain a challenging leadership position applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and maximum profits.

HIGHLIGHTS OF QUALIFICATIONS

- Proficient leadership and organization skills in managing 15-programmers and 1 project manager , 3-engineers , webmaster , 3 in-house QA test technicians, 3 customer service representative, and 1 technical writer with Micro 2000 in developing new products and enhancing product line
- Developed private MMORPG game that has acquired 75K+ active players and revenue of \$500K in 6 months from launch. Founder and CEO of WoWgasm (2007-2011) that has accomplished to be the top 1 private server for World of Warcraft, managed 6 developers, 34 game masters, 5 creative developers, and 3 head GMs
- Generated \$2.5M/year added revenue to Micro 2000 by developing new line of products and services like RemoteScope, PC Watch, and annual or pay per incident service contract.
- Successful online display advertising created for Google and Yahoo/Bing display ads that has effectively increased conversion rate by 70% in Q4 2011 for DirectTaxRelief.com
- Effective SEO expertise in driving traffic and web marketing strategies for Tax Resolution Services, Micro 2000 Inc. and MonicaBrant.com, increasing on-line orders and web popularity through natural search results by 30-40% within 6 months, ahead of forecasted schedule
- Developed and maintains professional websites with e-commerce for Ms.Fitness America: Amy Fadhli, Monica Brant, Timea Majorova, Cristina Golden, and Angelina Marie. Famous celebrities: Keenen Ivory Wayans, Marlon Wayans, Shawn Wayans, and corporate sites like Micro 2000 Incorporated, Funky Town Inc., Red Balls, and New World Technology.
- Established company policy and process procedures for 4 different divisions for new and current guidelines in production, engineering, administration, R&D, QA & Product specifications.
- Information technology and engineering professional with over fifteen years of experience and broad expertise in the areas of network/systems management.

RELATED PROFESSIONAL SKILLS

MANAGEMENT

- Managed marketing team for Direct Tax Relief, Tax Resolution Services, WoWgasm, and Micro2000 Inc. in accomplishing keystone goals that brought sales up from 200-500% increase
- Effectively headed Micro 2000 Technical Support, QA/QC, Engineering, R&D, Customer Service, and Network/System/IT departments

COMPUTERS

- Skilled in accurately verify and documenting engineering reports of software bugs and compatibility problems with 35 QA varying test PC machines in a LAN/WAN network and as a standalone.
- Develop and design specifications of innovative new software and hardware products

PROFFESIONAL EXPERIENCE

Direct Tax relief – Marketing Director (Oct. '10 to present)

4717 Van Nuys Blvd., Sherman Oaks Ca. 91403

Heads company IT marketing group that includes developing corporate social networking using SEO marketing methods, SEM optimization for Google AdWords, Microsoft Adcenter(Yahoo/Bing, LinkedIn, Tweeter, and Facebook). Create digital graphical marketing campaigns and media advertising for both on print and electronic media. Also responsible for small office IT and network/system administration.

WoWgasm – Administrator/Founder (March '06 to May '11)

Worldwide Mass Multiplayer Online Role Playing Game (MMORPG) – Corporate.Office: Burbank, Ca. 91504

Lead product manager for game core;Set-up e-commerce engine to run Mass Multi Online Role Playing Game (MMORPG). Managed team of developers and Game Masters on projects and in game architecture designs. .

Tax Resolution Services – Internet Marketing Manager (November '05 to May '07)

6345 Balboa Blvd. ,Encino Ca. 91316

Designed website based on SEO marketing methods, optimizing web traffic from search engines. Create digital graphical marketing campaigns for both on print and electronic media. Manage projects for SEO, web design, marketing and public relations campaigns.

Micro2000 – Chief Technology Officer (May '99 to May 2005)

1100 Broadway Blvd., Glendale Ca. 91502

CTO and Vice-President of Operation-. Director of product development, quality assurance, technical support team, engineering, network and system admin, customer service and the lead architect for the company's newest product , RemoteScope and PC Watch .

CyberNerdz (<http://CyberNerdz.com>) –CEO/Founder (October 1998 to Present)

1114 N. Third St., Burbank, Ca. 91504

Small Business / Home Office Business Developer and creative marketing. Maintain website for personalities, corporations and SOHO; custom build PC; Office Network installation and maintenance; technology consultant; system management

INCA Computer Builders – Computer Lead Technician (August 1998 to October 1998)

San Fernando Blvd. Burbank, Ca. 91502

- Provided computer support services and headed company's technical support department

CompUSA COMPUTER STORE–Assistant Hardware Manager (October 1995 to August 1998)

761 N. San Fernando Blvd. Burbank, CA 91502

- Assigned to give technical support and sales to computer hardware

EDUCATIONAL ATTAINMENT

Don Bosco Technical College
Electronics Technology
Specializing in Communication Engineering
(1985-1988)

** References available upon request*