

Anthony J. Biondo Jr.

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Skills

Hardware

Dell, HP, IBM and Intel Based
Server and Desktop platforms.

Systems

Windows 2000, 2003, 2008 Server,
Windows 7, Vista and XP, RedHat
Linux

Software

Adobe Creative Suite
(Dreamweaver, Flash, Illustrator,
Photoshop, Premier), HP Openview
OVIS, IBM WebSphere MQ,
iContact, Internet Information
Server 4.0-7.0, Interwoven
TeamSite 6.7.2, Interwoven
MediaBin, Microsoft Office (Access,
Excel, Powerpoint, Project, Word),
Oracle SQL Plus, SQL Server 6.5-
2008, Sybase 12/15 Query, Visual
Studio, Visual Source Safe,
Windows Media Encoder and
Server

Roles

Database Administration (SQL
Server), Network Administration,
Security, Project Management,
Web Hosting Management, Web
Farm Management / High
Availability, Virtualization

Programming / Web

Classic ASP, ASP.NET, Action
script, Cascading Style Sheets
(CSS), DHTML, DNS, Email
Newsletters, Graphic Design,
HTML, JavaScript, Mobile Web
Development, Social Media, Search
Engine Optimization (SEO), Social
Media, Usability Analysis and
Testing, VBScript, VB6, VB.net,
WAP, Web Development, Widget
Development, XML

Certifications

CPHIMS

Certified Professional Healthcare
Information Management Systems

MCP

Microsoft Certified Professional

Work Experience

Manager, Web Services – AmeriHealth Mercy, Philadelphia, PA

February 2006 - Present

- Execute strategic vision of AmeriHealth Mercy ensuring that the web products and services are representative of its values and align with branding, legal, security and compliance best practices.
- Provide vision and direction for developing web-based products, email campaigns, social media initiatives and cross over technologies such as text messaging by using experience and constantly analyzing competitors and industry leaders.
- Establish the company's web technical vision and leads all aspects of the company's web technological development.
- Lead an award winning team of seven associates; including designers, developers and analysts.
- Develop a high performing team who are recognized by customers for their teamwork, collaboration and service by consistently training, coaching and measuring customer satisfaction.
- Coach team members to higher performance by providing them the opportunity to excel and coaching them throughout a given task.
- Develop a mentoring program to increase self confidence, promote professional relationships and challenge team members to achieve higher performance and personal standards.
- Provide in-depth technical expertise for both tactical and operational initiatives.
- Direct and administer end to end management of web based products including Internet, Intranet and Portal web sites, web applications, email, social media and text messaging campaigns.
- Lead the business in the development of a social media policy and a strategy for engaging our members and providers through social networks and measuring successful outcomes of our social media campaigns.
- Educate management and senior leadership about emerging technologies, its applications in the healthcare industry and ideas for leveraging the technology to improve our business.
- Work in a consultative fashion with other business unit leaders as an advisor of web technologies that may improve their efficiency and effectiveness.
- Present analytics information for Internet, Intranet and Portal web sites, web applications, email, social media and text messaging campaigns to key stakeholders and executives in an easy to understand and actionable format, so they can make informed decisions.
- Build and manage streaming media capabilities using Adobe Flash CS4 for Internet web sites. Leverage Cisco WAAS and edge servers for Intranet streaming media communication.
- Build and manage web analytics platform using WebTrends Analytics 8.7d. Configure new analysis, setup content groups, path analysis, scenario analysis and custom reports. Experience with WebTrends at AmeriHealth Mercy since 2000 using WebTrends Log Analyzer 6.1c.
- Manage Interwoven TeamSite Content Management System to improve the efficiency in which we manage our internal and external web sites. Learn the skills needed to support the Interwoven TeamSite platform through basic training and by reading technical documentation and using online forums. Create Data Capture Templates (DCT) and Presentation Templates (PT) and workflow for five major web site builds saving AmeriHealth Mercy approximately \$145,000 in additional consulting, support and training.
- Support Information Security investigations related to Microsoft .NET and SQL Server development as a subject matter expert saving AmeriHealth Mercy over \$15,000 in Information Security consulting in 2009. Provide detailed line level analysis of code, research of database configuration and identification/remediation of security vulnerabilities.

Product Manager, Senior / Junior Web Developer – AmeriHealth Mercy, Philadelphia, PA

June 2000 – February 2006

- Build and manage a world class high availability web farm, web infrastructure using Windows 2003, Network Load Balancing (NLB), Microsoft Internet Information Server (IIS) 4.0-6.0, Microsoft ASP/ASP.NET 1.0-3.5, IBM WebSphere MQ 6.0, Sybase ASE 12-15, Oracle 9i/10g, SQL Server 2000-2005 and monitoring through HP Openview and Orion Solarwinds. I have saved AmeriHealth Mercy over \$816,000 in additional salary and benefits since 2000 with basic training and by teaching myself the required skills for managing our web infrastructure.

Key Training

Interwoven Teamsite 6.7.2

Interwoven, Philadelphia, PA
November 2008

Leadership LINC

Dale Carnegie, Philadelphia, PA
April 2008 – June 2008

Human Relations and Communication

Dale Carnegie, Philadelphia, PA
January 2008 – March 2008

Executive Presence, Networking and Relationship Building

Internal Training
June 2007

High Impact Presentations

Dale Carnegie, Philadelphia PA
March 2007

IBM WebSphere MQ 6.0 Administration

IBM, Philadelphia, PA
February 2006

Real Estate Sales

Temple, Philadelphia, PA
June 2004

Awards

Web Marketing Association Award, Outstanding Web site for Pediatric Associates Web site

Landmarks of Excellence Award for Passport Health Plan Web site

Dale Carnegie Innovation Award for Member Alerts Program

PRSA Pepperpot Awards: Honorable Mention for PerformRx

Communications Award

Provincial Medal of Honor Nominee

- Build and manage world class web sites and web applications that exceed industry standards in accessibility and usability testing.
- Build a process for web site development which simplifies site development, site-wide changes and web upgrades.
- Design web sites using Cascading Style Sheets (CSS) and using a combination of Adobe Dreamweaver and hand coding.
- Improve Search Engine penetration and rank by ensuring all web pages meet W3C XHTML standards, optimizing keyword use within pages, titles, descriptions, leveraging Google Site Maps, creating internal links that describe target pages and leveraging opportunities for creating quality inbound links to AmeriHealth Mercy content.
- Implement electronic newsletters for various lines of business using iContact product. Improve the success of campaigns by consistently measuring analytics such as bounce reports and web traffic referred from a campaign to suggest to ways to improve conversions.
- Test all web sites and applications to ensure they meet WCAG Priority 3 standards so that AmeriHealth Mercy exceeds government 508 Accessibility requirements. Execute testing of web sites and applications using Hi Software AccVerify to compile required testing documentation.
- Build and manage a highly available IBM WebSphere MQ Messaging platform to support real-time EDI transactions and the development of a Service Oriented Architecture (SOA). Create queues, channels, listeners and connections with trading partners. Troubleshoot technical issues and assist partners with resolving issues with their systems that affect our providers. I have saved AmeriHealth Mercy over \$333,000 in additional salary and benefits since 2006 by teaching myself and perfecting the required skills for managing our IBM WebSphere MQ platform.
- Ensures systems performance, establishes service level requirements and ensures SLAs are met.
- Meet with key business stakeholders to collect requirements for project initiatives and manage the day to day operations of the Web Services department. Provide technical expertise and direction on web design and web application projects.
- Hired at AmeriHealth Mercy in June 2000.
- Promoted in June 2002 to Senior Web Developer.
- Promoted in June 2005 to Product Manager.
- Promoted in February 2006 to Manager, Web Services.

President / Chief Executive Officer – Biondo Communications, Philadelphia, PA

January 2001 - Present

- High-integrity and energetic leader known for the ability to envision and create successful outcomes in complex situations.
- Manage major streaming media initiatives live and on-demand using Windows Media platform since 2005 and Adobe Flash beginning in 2008. Produce live events for La Salle University, University of the Arts and Northeast Catholic High School.
- Lead a team of designers and developers both in-house and consultants.
- Ranked in 2007 by the Philadelphia Business Journal as the "Fastest growing Web Company."

Education

La Salle University, Philadelphia, PA

September 1996 - June 2000

- BA Computer Science and Digital Arts and Multimedia Design
- Activities: Association for Computing Machinery, Computer Science Department Board

Northeast Catholic High School for Boys, Philadelphia, PA

September 1992 - June 1996

- High School diploma
- Activities: Television Production, AV Club, Stage Crew, Tech Crew