



Andrew Deal

CELLECAST FOUNDER AND CEO; MAKING MOBILE MEDIA FRIENDLY TOWARD THE FUTURE OF RADIO



United States
andrew@cellecast.com

My Company: <http://cgipro.com>
My Blog: <http://fourthspeaker.com>
My Venture: <http://cellecast.com>

Summary

As a web entrepreneur serving web entrepreneurs, I have seen, heard and developed numerous applications in the last 15 years ranging from online classifieds, early social networks, seo engines, utilities and member management systems.

Serving as both a CTO and CEO for two different start up companies over the last 7 years, I have managed teams of programmers, marketers and office personnel, using strategic meeting and mentoring craft to maximize the contribution from each individual and the bottom line results in the company.

I have utilized a wide variety of technical skills and usability and business logic to create solutions to real-world problems using the web and the mobile web as an interactive canvas.

My technical expertise includes:

Perl, Php, MySql, HTML JavaScript, Ajax, DBA, Data Parsing, Linux, Server Clustering, System Administration, Windows Programs, Networking, CVS, API's: XML, JSON, Mobile Web: WAP, iui for Webkit Mobile Apps.

My web application business expertise includes:

Business Plan Development, Usability Engineering, Project Management, Intensive SEO Strategies, CMS and CRM Development, Web Framework Development, Business Strategy Consultation, Crowdsourcing Strategies, Social Media Development Consultation, Mobile Audio Strategies, Online Marketing, Business Blogging, Offshore Development Management, and Business Process Administration

Objective

Using these combined experiences, I am now seeking to put them to work in a leadership or technical role for a savvy fortune 500 company, ideally building and coordinating teams toward better results in multiple and virtual office environments, including offshore development.

Work History

CelleCast Inc

WA, United States

Nov 2007 - Present

Founder and CEO

Started CelleCast from a concept in 2004 and launched in November 2007 after seeing new media trends converging as expected.

CelleCast carries over 50 programs and we are developing more media partnerships around the country, Our interactive messaging and advertising tools are patent pending and gaining interest

TSN Website Rewrite



I redeveloped the back end and retooled the site page structure while completely preserving the sites online SEO authority. The templating system is custom, but within a framework I developed and have enhanced over the last 11 years.

I also recently added a new online education center and testing system and an online recovery community for social networking that utilizes advances AJAX tools to make the experience much like what you would find on Facebook.

Simple Foodie Web Development



Developed website through many iterations since it's inception in 1999, as both an individual developer and a project leader. Extensive database, API tools, member management, online marketing and mobile development project implemented.
<http://simplefoodie.com>

quickly throughout the radio and podcasting industries. Talk back to the show hosts, send CelleGrams and build an interactive listener community with both audio and written forum posts. We are starting with premium talk radio, and expanding to corporate and other realms.

CGI Productions

Vancouver, WA, United States

Jan 1996 - Present

Owner

"Web Enabling the World of Business" has been more than a tagline to me in starting up this business. We have delivered on it as our passion to enable SMB to automate processes, expand markets, build accountable information systems, innovate, and gain the edge over their competitors. Along with that tagline, we often found ourselves saying, "If you can imagine it, we can do it". There has been no limitation to what I and our team could accomplish.

Partial portfolio available at: <http://cgipro.com/work.htm>

I bring those same skills to individual companies as their trusted overall webmaster, web project manager, and online marketing consultant. What I have done for many, I want to do in a highly focussed manner for 1 large company full time.

Coracle Inc

Jan 2002 - Aug 2006

CTO

I was the primary web developer for Coracle's properties, including: <http://oregonfreeads.com>, and everyotherstatefreeads.com where we built free interactive classifieds with category sponsorships that effectively boosted SEO value for our clients.

We built elaborate site building tools, and managed a robust custom built CMS database and spidering tools to prove SEO performance.

CGI Software Solutions Pvt Ltd

Chennai, Other, India

Jan 2001 - Present

Founder

Living overseas from 2001 to 2003, I developed an offshore private limited company to handle outsourced operations for CGI Productions back in the US, visiting 1-2 times a year going forward.

I personally trained 7 programmers over the years to work to high development standards, teaching them php, best practices for database management, design, and usability.

Realty Pro



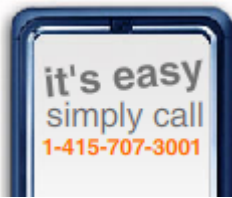
I took over webmastering duties and have made incremental improvements to the outward behavior of the site, making the javascript more compatible with modern browsers. More importantly, developed a new back end database and continual data management system that updates home listings from two incompatible MLS services into an integrated searchable and fully mapped local database.

Echolearn.com



Developed a huge database driven system to tie vocal lesson mp3 files across multiple language representations using php and mysql along with a 10 person team in the US and India. Database model development has lasting industry value, and the front end of the site was developed right up to launch readiness at the discretion of the client.

CelleCast Inc



As Founder and CEO, my involvement in forming CelleCast as a product is without limits. From initial concept, vision, business planning, engineering, and production to staffing, programming, sales, web usability, and bizdev.

The product/service is designed to give radiophiles direct access to the most current episodes from their favorite talk radio shows.

Beyond that, the product has potential to audio producers of any type to audiences in a variety of ways. Audio sharing tools such as text notifications, twitter updates, CelleGrams and more are being developed.

Additional features include: TalkBacks, community profiles, customizable playlists, mobile web distribution.

Projects in development include: iPhone and Android app dev, micro call blasting, Social Media apps and API's, partnerships with internet radio, car manufacturers, cell carriers and more.

CGI Productions



The CGI Pro Work Order System allows us to work collaboratively with our clients and contractors, tracking all hours, projects, tasks, alerts and billing under one custom designed interface. Ask for a demo and how it can elevate the efficiency of your project during development as well as through maintenance and versioning.

RE: CGI Productions...
Although we have had up to 10 contracted professionals at a time working within our ranks since 1996, I have become the sole face of CGIPro.com since early 2009. The economy had a dramatic project stopping effect on our biggest clients as well as my invested startup endeavors.

The good news here is the new era for CGI Productions in 2010 is flexible. New projects have my direct focus and expertise, without the dilution of delegating tasks that require true experience to others.

This next-generation resume was created using VisualCV

