

Michael T. Leotta

[web version]

please email mike@mikeleotta.com for contact information

Work Experience

Google Webmaster

July 2008 - Current

Google, Mountain View, CA

- Designing, developing and maintaining W3C compliant pages and microsites on global Google.com domains. Working with many internal clients spanning across several Google products and initiatives (HTML, CSS, JavaScript, Photoshop, Python).
- Responsible for page design, functionality, information architecture, content maintenance, form processing & storage, graphic design, and reinforcing the Google brand.
- Collaborating very closely with global marketing, product managers, legal, and public relations teams.
- Supporting AdWords, Analytics, Gmail products; Lead webmaster for the AdWords new interface microsite.
- 20% project – User interface design for Google's Help Centers. (<http://help.google.com>)

Search Quality Strategist

January 2007 – July 2008

Google, Mountain View, CA

- Evaluated quality of Google's search index. Worked directly on processes to improve search quality and user experience.
- Obtained extensive knowledge of organic SEO techniques.
- User interface specialist for several internal search quality tools.
- Developed several JavaScript based tools to improve efficiency in team's workflow.
- 20% Project – Created initial user interface design for Google's new Blogsearch clusters (<http://blogsearch.google.com>). Worked with Blogsearch engineers, Matt Cutts, and user experience team from the very beginning of product conception.

User Interface Designer (Internship)

Summer 2006

Fatwallet.com, Machesney Park, IL

- Worked with intern team and project manager to research and develop new business venture from ground up.
- Responsible for design and organization of user interface, graphic design and branding (Photoshop, CSS, HTML, JavaScript).
- Extensive involvement in online Affiliate Marketing from the perspective of affiliates, merchants and networks (including Pay-Per-Click, Pay-Per-Sale, Pay-Per-Lead, Pay-Per-Impression models).

Web Developer

2002 – 2007

Upstate Medical University, Syracuse, NY

- Worked on Web Services team developing the university and hospital websites to meet the needs of education departments and University Hospital service sectors. (HTML, CSS, Flash, PHP, Photoshop)

Research Assistant

Summer 2005

Information Technology Workforce Project, School of Information Studies, Syracuse University

- Assisted professor and doctoral student in dissertation involving the culture of Information Technology.
- Responsible for researching established survey methods as well as creating an online survey (ASP, CSS, JavaScript).

Education

Syracuse University, Whitman School of Management/School of Information Studies, Syracuse, NY

B.S., Business Administration (Marketing Management)

B.S., Information Management and Technology

GPA: 3.71

Dean's List (2002-2006)

Recipient of annual Dean's Scholarship

Beta Gamma Sigma Honor Society

Additional Coursework

UC Berkeley MBA Marketing course, non-credit. Fall 2007

Technical Skills

Languages, etc. – HTML, CSS, JavaScript, AJAX, jQuery, PHP, ASP, SQL, Python, some Java

Platforms – Windows, Mac OS, Ubuntu, UNIX, DOS, Perforce, Subversion

Applications – Photoshop (7+ years), Illustrator, Flash, Web Development Applications (Dreamweaver, Fireworks), Microsoft Visio, Microsoft Project, Minitab, SPSS, Microsoft Office Suite, OpenOffice Suite

Internet Tools – AdWords, Google Analytics, AdSense, Wordpress, Twitter

Hobbies include: weight lifting, running, hockey, drums, guitar, web design, blogging, Twitter, Red Sox.

More info: linkedin.com/in/mikeleotta