

Lou Storiale

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ENTERPRISE WEBSITE & MARKETING STRATEGIST

Dynamic and results-driven entrepreneur. Website and marketing strategist and certified project manager who leverages thought leadership with technology. Develops and implements online strategies that generate revenue by utilizing cutting edge media such as Social Networking, Search Engine Marketing, Award-Winning Search Engine Optimization, Website Build-Outs, and World-Class Usability.

Business Leadership • Project Portfolio Management • Enterprise Website Strategy
Digital Marketing Strategy • Thought Leadership • Competitive Marketing • Training and Development

Storiale Consulting Group, Inc., Chicago, Illinois (Since 2003)

Storiale Consulting Group was the first company in the United States to solely service the think-tank and research organization market and continues to be the only marketing company that guarantees results for their clients. Storiale Consulting has worked with over 25 companies and managed 38 websites for private, government and nonprofit institutions since 2003.

Director of Marketing and Website Strategy

Major Achievements:

- Earned two Gold Standard Awards by the American Association of Webmasters for outstanding website design, usability and functionality for Hudson.org and FASTENNetwork.org
- Holds highest on-time delivery rate of any website company in the United States: 98% on-time completion rate and 100% at or below original budget estimate
- Regularly produces greater than 250% return-on investment
- Recognition by Hudson Institute in 2007 for Excellence in Service from 2003-2007
- 100% of SEO client sites earning **first page Google results in 2009-2010**
- Increased gross revenue for small business client by over 800% in 5 months
- Increased Google page cache by over 1,000 percent for the Professional Education Institute and tripled online sales within 5 days of website launch
- We create niche market online strategies that harness long tail search results and geo-location specific targeting that leads to greater than 400% increase in organic traffic

Our Record of Achievement is Unmatched By Any Company in the United States or Abroad.

I have studied website usability, information architecture, e-commerce conversion strategies and human-computer interaction with Jakob Nielsen and Bruce Tognazzini at Nielsen Norman 6-day usability training in Chicago in 1998.

What sets me apart from others is that I enjoy learning and applying human motivational psychology and human-computer interaction **as a hobby** and integrate this passion into each site in which I am involved.

Each website is influenced by this training and research. Here are some of the results:

- 156% increase in repeat visitors for annual conference of the Association of Legal Administrators
- Increased all website metrics by over 30% within 3 days of launching new site for PEI, Inc.
- Received 100% positive reviews by ALA members for regional conference registration form
- Decreased time required to complete registration by over 340%
- 80% increase in first-time logins within 3 days of launching CarletonSheets.com website
- Heartland Institute re-designed entire website based on usability report and user-testing – much improved website architecture, professionalism and findability
- Increased e-commerce conversion rates by as much as 300%
- Decreased page abandonment rate by 30% for Hudson Institute

Hudson Institute, Inc., Indianapolis, IN, (11/2001 to 11/2003)

A nonpartisan policy research organization dedicated to innovative research and analysis that promotes global security, prosperity, and freedom.

Website Manager

Created collaborative branding strategy and provided design leadership of Hudson Institute's main website and 14 micro-sites.

Managed Hudson's quarterly E-zine (American Outlook), E-commerce bookstore, online sales administration and merchant account.

Directed the content management of 14 policy center sites and trained personnel to utilize the content management system to rapidly deploy crucial communications to media and the government.

Major Achievements:

Prior to the work I conducted in 2001-2002, Hudson Institute would not put their website address on their marketing materials or advertise their website on television during staff interviews or news analysis commentaries. Since the new site launched, Hudson Institute has been accepted as a legitimate think-tank and has benefited by increased public relations and donations (as much as 40% increase in 2007) since the new site launched. My work has directly and positively influenced the entire organization, its researchers, and its reputation in the news media and the World.

Pharmaceutical Education & Research Institute, Inc., Arlington, VA (11/1999 to 11/2001)

The nation's premier pharmaceutical education and training organization that boasts more than 33,000 participants for over 20 courses, seminars, distance education programs, and in-house programs.

Distance Education Manager and Webmaster

Revolutionized the Distance Education Department by quadrupling the number of courses available online within 20 months and introducing interactive exercises, question and answer functionality and JavaScript functions to help aid in the learning and retention of course material.

Major Achievements:

Created 80% of the online courses that PERI currently still offers for registration. Proven leadership and never-say quit mentality to launch a product from conception to market.

Lowered development time of new course postings by 115% by spearheading the new website development from HTML to Coldfusion and SQL Server website application.

Contributed marketing and branding ideas in the creation of PERI's new logo, print and website design.

Recruited MDs and PhDs to serve as volunteers in the creation of content, review and approval of course materials, interactive exercises, quiz questions and course testing material. Collaborated effectively with subject matter expert volunteers that resulted in record product-to-market timelines.

U.S. Army 3d Infantry, The Old Guard, Arlington, VA (11/1997 to 11/2000) "Ceremonial Unit and Escort to the President"

The 3rd Infantry Regiment's mission is to conduct memorial affairs, ceremonies and special events to represent the U.S. Army, communicating its story to our nations' citizens and the world.

Specialist Team Leader

Performed over 850 ceremonial missions in addition to 3 in-country training deployments. Led training sessions for new soldiers and was accountable for monthly counseling, disciplinary action, award recommendations and daily management of ceremonial and infantry teams up to 5 personnel in an ever-changing, mission-critical environment.

Awards and decorations include the Army Commendation Medal, Good Conduct Medal, Army Achievement Medal (2), Certificate of Achievement (3), and an Order of Hamby.

Talents and Skills

Enterprise Website Management | Building Websites that Dominate the Competition | Project Management – Estimating – Project Team Leadership | Marketing Strategy and Creativity | Extremely Adaptive and Willingness to Learn New Technologies and Methodologies to Improve

Hardware and Software Applications

MS Project | Base Camp | MS Visio | OmniGraffle | Axure | Mindjet Manager | Adv. MS Office | Mac OSX | Windows 95-Vista | HTML/XHTML | CSS | SQL Server 2000 | Coldfusion | PHP | .NET | ASP | Serena Collage Joomla | Drupal | WordPress | Custom Enterprise CMSs | Adobe Photoshop | WebTrends | World Merge

EDUCATION & TRAINING

Project Management Professional Certification, PMI, Inc.

Earned the PMP certification after managing projects for 8 years

Scrum Master Certification, Danube Technologies, Inc.

Intense and interactive course that solidified the tenants of Scrum practices

Six-day Usability Training, Nielsen/Norman Group

Received training from Bruce Tognazzini and Jakob Nielsen on e-commerce, wire-frame development, landing page usability, writing for the web, motivational psychology in sales, and information architecture

Graduate Courses in Project Management, DePaul University

Project Portfolio Mgt | Change Mgt | Project Mgt

Bachelor of Science, Graphic Arts Management, Ball State University

Dual emphasis on management and marketing in the graphics industry

Avid Reader of Business Literature

Leadership, Marketing, Sales, Psychology, Usability

MEMBERSHIPS/AFFILIATIONS

Project Management Institute | American Management Association