JOY HANAWA

5573 Coyote Court | Carlsbad, CA 92010 | 760.403.0469 | joyhanawa@yahoo.com

I have 30+ years of experience in IT and online software with a proven track record of growing sales, improving processes, reducing costs and increasing efficiencies. I am a fan of using numbers to understand issues and identify key areas for growth that delivers high quality results to the right people at the right time to ensure success. I have a unique blend of business analytics, technology, marketing and sales experience, providing a well-rounded approach to business success.

OBJECTIVE: GROWTH HACKER

My objective in any company is to provide an operational strategy that increases revenue by looking at the market opportunities and identifying and executing on the fastest path to success.

RECENT HIGHLIGHTS

- Achieved 200% YOY growth reversing a loss of 50% from prior year in first year, repeated growth second year.
- Implemented new market analysis process for entire sales team.
- Redesigned all sales collateral.
- Created from concept to deployment new responsive design corporate website.
- Devised new standards for client communications and training.
- Re-invented the newsletter for clients to learn more about the company and product releases.
- Coordinated new product roll out and release strategy for SaaS.
- Implemented positive psychology training for staff and turned around sales and support.
- Scripted, designed and produced animated videos with voice over.
- Established KPIs based on big data to grow client revenue locking in contract renewals.

EMPLOYMENT HISTORY

Developer to CIO @ Adicio, Inc.   **SaaS Digital Media Ads**   **1999-2009 — 2012-2016**
Carlsbad, CA

- 300% Increase in add on revenue by identifying and creating new products to solve client problems.
- Beat the competition consistently by creating and executing on new products.
- Produced marketing and training materials for all new releases.
- 200% Increase in sales YOY by Overhauling B2C sales division.
- Re-engineered Client Services replacing tech support account managers with sales account managers
- Re-aligned staff getting them in the right seat on the bus, reduced overhead by 50%, increased response time by 50%, improved overall client satisfaction NPS from 3 to 4.5.
- Implemented first online classifieds e-commerce system.
- Managed all operations, sales and product development for new divisions.
- Implemented first SEO strategy and consulted clients on SEO best practices.
- First developer hired, architected SaaS backend creating a configuration tool for multiple client management.

CTO @ Freight Capital   **Financial Services - Factoring**   **2009 — 2012**
Carlsbad, CA

- Managed all systems and IT divisions for financial services company.
- Hands on manager of MS SQL Servers, Help Desk and Tech Support Management.
- ERP, Telephony and Business Process Automation Management.

Sr. Data Warehouse Architect @ The Home Depot   1997 — 1999

Sorrento Valley, CA

- Created prototype reporting and analytics for the finance department.
- Created star schema and OLAP cubes for optimized data warehouse implementation and use.
- Identified and documented Meta data, created and maintained the data dictionary.
- Identified and optimized indexing rules for optimal performance.
- Created data aggregation rules for business analytics.

Financial & Business Systems Analyst, Instructor, Mainframe Ops   1981 — 1997

San Diego, CA and Rhode Island

- Adjunct instructor San Diego Community College District [HTML and Basic Computing] [1995-2001]
- Business Analyst – Designed and implemented new systems for SDCCD [1992-1997]
- Back office mainframe computer operations, TSO, JCL production control technician [1981-1992]
- Owner, Operator – ImpactWebsites [1997-2012]

SKILLS

- Marketing Analytics & Big Data Analytics, Tableau, Excel, MS Access, Google Analytics
- Sales / Negotiation, CRMs SalesForce, SalesLogix, HubSpot
- Marketing Communications, PowerPoint, Presi, Photoshop, Illustrator, MailChip, Canva, Word
- Sales Collateral & Training, SaaS sales, recruitment classifieds sales
- Social Media and Traffic Acquisition, Facebook, Twitter, Pinterest, Viral Marketing, YouTube
- Staff Development & Training, Captivate, LMSs eLearn.com, Moodle
- Project Management, MS Project, Remember the Milk, Basecamp, Jira, F2W,
- Website Development, HTML, CSS, Joomla!, JavaScript, PhP, MySQL, Vortex, Laravel
- Business Process Automation, Task Centre, Scribe, SalesForce, SalesLogix, ODBC, APIs
- Database Design and Administration, MySql, MS SQL
- Software Design Requirements and Development, Pseudo code to PhP
- Telephony and Communications, VOIP FOIP, Nextel, TeleVantage, Dialogic, Interactive Intelligence
- Systems Management, Local and Hosted environments
- ITIL, ITSM BMC, F2W

EDUCATION

- MS in Technology Management with honors, thesis: *Online Education* – National University – 1998
- BS in Business Administration, Economics and Japanese – University of Rhode Island 1989
- Seinan Gakuin Daigaku – Certificate in International Studies – Fukuoka, Japan 1987

PASSIONS

- Anything creative, from building websites to cooking and sewing.
- Teaching myself new skills, from social media marketing to home renovation.
- My family.