

DAN HERTZ

IT Consulting

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Web: danhertz.com

Linkedin: [linkedin.com/in/danhertz](https://www.linkedin.com/in/danhertz)

SKILLS

Broad IT Knowledge

Innovative Thinking

Problem Solving

Strategic Planning

Project Management

Writing/Communications

Teaching/Group Facilitation

Quick Learner

SOFTWARE/SYSTEMS

Co-inventor of two USPTO business patents relating to XML technologies.

Experience with:

Apple/Microsoft/Linux/Android OS

Social Media Platforms

Office/Teams/Zoom/Adobe

Web/Mail Server Architecture

Cloud/VM Tools

Database/Search (SQL/SOLR)

Data Mining/Python Scraping

Google Analytics/SEO

XML/XSLT/XPath

Jupyter/Pandas/Tableau/Visualizations

LANGUAGES

English (fluent/native)

French (intermediate)

Spanish (beginner)

♥ MY COMMUNITY

Federal Elections Returning Officer,
Victoria BC

Former Board Member, Calgary Pro
Musica Society

Former Board Member, The Glencoe
Club of Calgary Fitness Committee

Computer Coach for Seniors

Front of House Assistant, Alberta
Theatre Projects/Theatre Calgary

PROFILE

Multi-faceted IT consultant providing research, business processes improvement and personal IT services for entrepreneurs, small businesses and organizations.

Portfolio: <https://danhertz.com/dan-hertz-portfolio-2022.pdf>

SUCCESSSES

Process Improvement/Innovation

- Spearheaded a 2,000-page sales force portal to streamline business processes, improve internal and stakeholder information exchange, and provide access to market research, product information, sales tools, brand insights, analytics and competitive intelligence data.
- Advised on the development of a custom-collateral print solution to solve sales force inefficiencies, shorten sales time, reduce errors and generate more than 3 million customized pages. Consulted on, and helped draft, systems and U/X requirements, RFP needs and vendor assessments.
- Developed a data mining tool to extract-transform-load (ETL) over 1.2 million records into a solr search engine, enabling fast and targeted data retrieval, analytics, visualizations and customized report generation.

Consulting/IT Support Services

- Provided strategic direction for SEO, social media marketing, e-commerce and Internet best practices, including: mobile/digital technology and standards, web development, business process improvement, modernization initiatives, U/X, I/A and quality assurance testing.
- Coached clients on computer/mobile use, including systems and software apps.
- IT support for malware removal, iOS/Android/Windows/MacOS/Linux issues, systems maintenance and upgrades, product procurement and other needs.

Other Project Management/Research/Communications

- Successfully managed election riding operations, including election processes, vote counts and a team of more than 20 volunteers.
- Briefed the Canadian Finance Minister, Prime Minister's Office and Minister for State daily on media reaction to the Goods and Services Tax (GST) implementation, Finance Department programmes, policies and initiatives.
- As a Government of Canada Information Officer and member of the GST Communication Task Force, facilitated its launch by fielding and answered questions about the Goods & Services Tax.
- Conducted extensive research and analysis across all media, and social media channels, combining findings into daily (and project) reports.
- Wrote and designed best-practice and policy manuals, troubleshooting guides, marketing materials, brand assets, other collaterals. Email campaign templates generated over \$215,000 in new revenue.

EDUCATION

- The University of Calgary, Bachelors of Fine Arts

EMPLOYMENT HISTORY

2005-Present [Dan Hertz Consulting](#)

2002-2005 [Sr. Online Consumer Experience Architect, Sallie Mae Inc.](#)