

ROBERTO ALBERDESTON

[HTTP://WWW.ALBERDESTON.COM](http://www.alberdeston.com)

IT MANAGER AND INTERACTIVE MARKETING CONSULTANT	
	Broad technical knowledge - combining outstanding leadership, management and problem solving skills. Effective communicator - able to explain complex concepts and ideas to a non-technical audience. Fully bilingual - English and Spanish.
EDUCATION	
	Masters in Business Administration (MBA) 2005 <ul style="list-style-type: none">■ Rollins College, Winter Park, Florida■ Concentration in Finance■ Magna Cum Laude
	M.S., Software Engineering 2002 <ul style="list-style-type: none">■ University of Central Florida, Orlando, Florida■ Research Topic: Real-time Systems Software Architectures■ Magna Cum Laude
	B.A., Computer Engineering 2000 <ul style="list-style-type: none">■ University of Central Florida, Orlando, Florida■ Minor in Computer Science
PROFESSIONAL SUMMARY	
	Virtual Kreation 2007-Present <i>Founder and Internet Marketing Consultant</i> <ul style="list-style-type: none">■ Account manager and Internet Marketing Strategist.■ SEO/ SEM Consultant and PPC Campaign Management.■ General IT/Internet Marketing Consulting Services.
	Game Diamond 2006-Present <i>Founder and In-Game Marketing Consultant</i> <ul style="list-style-type: none">■ Develop in-game marketing campaigns for agency client brands.■ Provide in-game marketing consulting services to content creators.■ Develop creative design and strategies for in-game marketing programs.■ Generate financial analysis and metrics for in-game marketing projects.
	Codebox Consulting 2002-2005 <i>IT Consultant and Project Manager</i> <ul style="list-style-type: none">■ Managed IT projects and software development team■ Implemented and Tracked SEO and PPC Marketing Campaigns■ Developed Internet Portal and Site Architectural Designs■ Managed Development Team of 20+ Developers

	<p>Institute for Simulation and Training 2000-2002</p> <p><i>Software Engineer and Research Assistant</i></p> <ul style="list-style-type: none"> ■ Defined project objectives, requirements and specifications ■ Designed architecture and UI components of software projects ■ Implemented software-based simulation projects for the U.S. DOD <p>Provided technical and financial presentations to C-level executives</p>
	<p>Charlotte's Web Solutions, Orlando, Florida 1997-2000</p> <p><i>Web Consultant and Programmer</i></p> <ul style="list-style-type: none"> ■ Developed project specification and design documentation ■ Designed and implemented Internet marketing strategy ■ Managed international virtual programming team <p>Established project schedule, deadlines and milestones</p>

PROFESSIONAL DEVELOPMENT

- Simulation and Virtual Environments
- Video Gaming and Web Applications
- Interactive Software Design and Development
- Graphical User Interfaces (GUI) Design
- Mixed Reality and Alternate Reality Paradigms
- Social Networks and Massive Multiplayer Online Gaming (MMOG)
- Knowledge Base/Expert Systems Design
- Interactive Marketing and Advertising
- E-commerce and Internet Marketing
- Search Engine Optimization and Blog Marketing
- Computer and Network Hardware Expertise
- Website Architectures and E-Business Models
- Information and Data Network Security
- Database Design and Implementation
- Project Management and Financial Analysis
- Financial and Managerial Accounting
- IT Strategic Consulting

TECHNICAL ADDENDUM

<ul style="list-style-type: none"> - Search Engine Optimization - Microsoft Office Suite - Operating Systems Concepts - Security + Certified - Macromedia Fireworks - Data Mining and Analysis - Internet/Data Security - Videogame Design and Development 	<ul style="list-style-type: none"> - Object-Oriented Programming - Windows 98/NT/2000/XP/Unix - Video Gaming Technologies - Database Design and SQL - A+ and Network+ Certified - Client-Server Architectures - CRM Systems knowledge - PPC Campaign Management
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