



Maleika Lahéla Lacy

CEO, eBURGEON, Inc

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Maleika Lacy is a passionate Consultant with extensive experience in creative design, web development, strategic planning and online marketing. It's this experience that has helped her achieve success in the projects she's involved with. Maleika's consulting is designed to grow the client's business via the power of web technology.

Maleika brings a winning track record with the highest standards of industry knowledge to the table. Some of her winning design projects have included major travel and tourism brands as CruisesOnly.com, Cruises.com, Cruises.Orbitz.com, PricelineCruiseOutlet.com, BjsVacations.com, VacationOutlet.com, and Cruises.Hotwire.com and Cruises.Jetblue.com. She has also played key roles in developing large web applications for Qualcomm, Deloitte Consulting, MassHousing, and Covance. Maleika's career has also included leadership positions at the Salk Institute for Biological Studies and former CTO of Dirtbag Music, Inc.

EXECUTIVE PROFILE:

Technology Architecture & Integration
Project Design & Management
Strategic and Market Planning

Sales and Business Development
Staff Development & Management
eCommerce Strategy & Development

Strategic Analysis and Consulting
Budget & Cost Control
Presentation & Training

TECHNICAL SKILLS:

MARKETING: SEO, Search Engine Marketing, Social Media, Mobile Marketing, Email Marketing

WEB TECHNOLOGIES: Web 2.0 (APIs/ SOAP/Web Services, AJAX, RSS, etc.), Cloud Computing, Object Oriented Architecture, LAMP, ASP/ASP.NET, Social Media Platforms

LANGUAGES: HTML (ALL), CSS, Java Script, XML, XSL/XSLT, ASP, PHP, SQL, VB/VBA, C#

DATABASES: SQL Server, MySQL, Access, Siebel 7.7, Siebel Component Assemble

SERVERS: Apache, IIS, Web Sphere, BizTalk

EXPERIENCE:

eBURGEON, Inc, Del Mar, CA

August 2009-Present

Chief Executive Officer

- Launched company with strong business plan offering consulting services that aid clients in growth via online
- Develop companies branding, strategy, finances, partnerships, product direction, marketing and the day-to-day
- Manage all customer relationship, project management, business development and employees

DIRTBAG MUSIC, Inc, Pacific Beach, CA

August 2008-August 2009

Chief Technology Officer

- Responsible for all technology strategic planning, architecture, integration, implementation and budgeting
- Member of Executive Board driving company decisions on branding, business development, strategy, finances, partnerships, product direction, marketing and the day-to-day
- Managed three direct reports, five contracts and over ten partner organizations for web development, graphics design, online marketing, networking, database administration and server administration

SALK INSTITUTE, La Jolla, CA

July 2007-October 2008

Webmaster

- Redesigned entire public site and intranet with dynamic content, web analytics, custom CMS, SEO code, and other enhancements/improvements using PHP, MySQL, HTML, CSS, JavaScript, and Flash
- Performed day-to-day site growth on the Salk intranet, public site, department sites, lab sites
- Designed, created and managed html email campaigns and newsletters
- Set company standards for design, performing navigation, browser compatibility and electronic communications

WTH/NLG, Woburn, MA

February 2006-October 2007

Web UI Developer

- Create and enhance promotional web pages for over 20 website making over \$750 million in sales such as: CruisesOnly.com, Cruises.Orbitz.com, VacationOutlet.com, Cruises.com, Cruise411.com, PricelineCruiseOutlet.com, Cruises.Hotwire.com, BjsVacations.com, AA.Cruises.com, Cruises.Jetblue.com
- Code the web pages using ASP, VB, CSS, Javascript, XML, XSL, SQL
- Manage Search Engine Optimization of the brand sites' code increasing Natural Search click-through by 49%
- Coordinate with Graphic Designer, Copywriters and Brand Managers to create online sales and promotions

DELOITTE CONSULTING, Boston, MA

July 2004 to February 2006

System Consultant

Project Experience: Co-Designer, Integration Coordinator and Lead Developer

- Re-designed a complete e-loan underwriting portal with a team using .NET, VB, XML, SOAP, Web Services, SQL Server 2000, Plumtree Portal, BizTalk, and SOA
- Managed communication between FannieMae and Client for integration specifications and requirements
- Successfully designed, developed and implemented B2B System enhancements including Credit Report, FannieMae Response, Universal Parser and New FNMA Products, as well as final deployment of the application and documentation

Project Experience: UI Developer and Siebel Component Assembly Developer

- Developed online B2C insurance underwriting portal demo using Siebel Component Assembly with a team of seven
- Evaluated new cutting edge SOA technology and provided recommendations to ensure adoption
- Configured task based underwriting winclient (applets, pages, task, business components, web services)
- Presented demo to clients at Customer World and internally to Deloitte resulting in millions of dollars in leads

ORGANIZATIONS:

AIGA San Diego

2009 – Present

Board of Director, Web-Chair

<http://sandiego.aiga.org> | <http://aiga.org>

AIGA San Diego is a chapter of the oldest and largest membership association for professionals engaged in the discipline, practice and culture of visual communication and graphic design.

National Women Business Owners Corporation (NWBOC)

2010- Present

Certified NWBOC Owner

<http://www.nwbo.org/>

NWBOC has led the way for women business owners to obtain WBE Certification. Created in 1995, NWBOC was established to increase competition for corporate and government contracts through implementation of a national certification program for women business owners.

National Association of Women Business Owners (NAWBO)

2010- Present

Member

<http://www.nawbo.org>

Founded in 1975, the National Association of Women Business Owners (NAWBO) is the unified voice of America's more than 10 million women-owned businesses representing the fastest growing segment of the economy.



EDUCATION:

Bentley College, Bachelor of Science, Computer Information Systems, May 2004

Magna Cum Laude and Falcon Society Member (Highest Bentley Honor) Graduate

Minors: International Studies; Information Design and Corporate Communications;