

Director of Technology

Russ Sayers

I run one of the most cost efficient departments in our company; I treat the company's money as if it were my own. All of my tasks are executed very quickly due to my knowledge and experience. I treat all of our staff with the courtesy I would expect. I am the enabler of productivity throughout this company.

Network Administration

- Desktop support (local and remote)
 - o Support to all programs and operating systems we employ to both Atlanta office employees and remote sales staff (both Windows and Macintosh environments).
 - o Answering, "How do I _____?"
 - o Resolving "My _____ isn't working."
 - o Answering, "What is _____?"
- Resolving Network Conflicts (local and remote)
 - o Stabilizing all of our connectivity
 - o Ensuring Printers are accessible to all employees through our network.
 - o Ensuring our Credit Card Machine functions properly on our network.
 - o Ensuring all users have a connection to email, internet and our servers at all times.
 - o Wireless support
 - o Hard-wired support
 - o Ensuring all outlets are active.
 - o Managing all firewall and routers/switches.
 - o Ensuring that uptime is maximized and downtime is minimized
- Deploying Virus Protection Daily to all users (local and remote)
 - o Active in Daily updates of virus protection, not relying on automated virus protection, which deploys every 4-5 days.
 - o Configuring remote users virus protection and deploying virus protect to them
 - o Virus removal in the event of infection.
- Administering all local Network User accounts (local and remote)
 - o Creating all user account on internal network
 - o Managing all user rights and privileges to folders and computers on entire network.
 - o Deleting former & delinquent accounts for security reasons
- Firewall Administration / VPN accounts (remote)
 - o Creating all user accounts on Firewall for remote users
 - o Managing all user rights and privileges to folders and computers on entire network.
 - o Deleting former & delinquent accounts for security reasons
 - o VPN management of users and their access rights
 - o Security patching to Firewall
 - o Configuring firewall (LAN, WAN, security)
- Administering all email accounts
 - o Creating email accounts
 - o Routing of email accounts
 - o Password management of email accounts
 - o Support of email functionality
- Network security
 - o Protection of data, network and computers from malicious activity

- Ensuring all outside requests are denied and blocked
 - Patching/Updating all computers and servers on a weekly basis
 - Employing strong knowledge of “hacking” practices and techniques to protect us from such activity
 - Ensuring that uptime is maximized and downtime is minimized
- Final Cut Pro support (desktop, networking and ALL hardware)
 - Desktop support to Macintosh Final Cut Pro Machine (see first bullet related to staff support for breakdown of support employed to Macintosh).
 - Installing, upgrading and resolving hardware issues.
 - Installing, upgrading and resolving software issues.
- AVID support (desktop and networking)
 - Desktop support to Macintosh AVID.
 - Resolving hardware issues (non-AVID hardware).
 - Installing, upgrading and resolving software issues.
 - Minimizing AVID expenses by pin-pointing Macintosh issues as opposed to AVID issues.
- Daily and weekly Back-up of server files.
 - Complete configuration of tape back-ups of SERVER02 to ensure minimal loss of data.
 - Running Nightly back up of changed DATA from the previous day (differential)
 - Running complete back up of ALL SERVER02 files from the previous week.
- Computer Tower & Laptop purchasing, building and support.
 - Purchasing ALL computer parts.
 - Installing ALL computer parts.
 - Repairing ALL computer parts.
 - Hard drives, RAM, processors, motherboards, cases, monitors, sound cards, video cards.
- Upgrading existing computers to serve needs and requests
 - Adding RAM, upgrading monitors, and upgrading disk space to ensure that employees have a system that will serve their needs and not be a hindrance to their productivity.
- Network routing
 - Physical patching and wiring of LAN (CAT5 and T1)
 - Installing Routers and switches.
 - Managing of all LAN outlets
- Resolving Phone system issues (database management & service negotiations)
 - Go to person for communication with phone provider.
 - Managing mailboxes and passwords to mailboxes
 - Support on using phone system
 - Phone grouping
 - Number forwarding
- All Printer Support (including desktop and network printers)
 - Installing printer software on both Macintosh and PC computers
 - Go to person with communication with printer company
 - Ordering Toner for Network printers and Personal / desktop printers ensuring that uptime is maximized.
 - Support of personal / desktop printers as well as Companywide network printers.
 - Ensuring that uptime is maximized and downtime is minimized
 - Directing staff on “best practices” of printers.

- All software installation and support
 - o Operating Systems
 - o Microsoft Office (outlook, word, excel, browser plug-ins, ACT!, Acrobat, WinZip)
 - o Ensuring that staff has the applications to work efficiently with the rest of the staff and our clientele.
- FTP to clients and associates
 - o Transferring files to colleagues via "File Transfer Protocol" to minimize shipping charges, deadlines and time constraints.
- Go to person for ALL Business-to-Business and Business-to-Client concerns, questions and issues.
 - o Positioning CWK Network as a knowledgeable technological company that is aware of current practices and processes to efficiently serve our customers and clientele.
 - o Conforming to the practices of other companies to serve their needs.
 - o Advising clients and add them in the resolving of their issues.
- Support to DeWitt house (network and computers)
 - o Employing all above techniques to Stacey and Sam Dewitt's personal computers and network.

Web

- Acting Art Director to all CWK websites and CDROMS
 - o Directing designers on the look-and-feel of ALL web-based products and CDROMs.
- Building and updating of 68 station-specific jump pages
 - o Serving 68 TV stations and the websites we build for them.
 - o Updating Airings, sponsors, and designs of our TV station sites.
 - o Communication and support of site with TV stations' webmasters, designers and project managers.
 - o Positioning CWK as a pleasant colleague in the Web Industry.
- Developing and implementing file standards (naming and type)
 - o Standardizing files names of web files (images, web pages and videos) to minimize execution time.
- Directing and implementing Information architecture
 - o Creating site maps and advising navigation practices to ensure a positive end-user experience.
- Communication and support of site with clients
 - o Assisting Schools to resolve issues and concerns with our products.
- Research of new technologies and web standards
 - o Keeping up to date on the ever-changing and evolving world of Internet Technology
- Implementing new technologies to better serve clients and staff
 - o Globally implementing newly researched practices to CWK.
- Research, implementation and testing of all video encoding (web, Client requests, web store and CDROM)
 - o Managing all video encoding for web, client sharing and CDROMs.
- Directing, building and testing CDROM development
- Website reporting (Web Trends)
 - o Running monthly reports to track global usage, directory specific hits, browser usage, and possible malicious activity.
- Search Engine optimization
 - o Coding site to maximize and ensure search engines find and list information on our site to users of MSN, Yahoo and Google.

- Administering all clientele login account to site(s)
 - o Creating and removing user login and passwords to site products
 - o Managing a productive password system to maximize purchases of pay-for online content.
- Blast email (building and sending to 15,000+ end users)
 - o Developing and executing a NO COST email campaign of over 15,000 users.
 - o Employing practices to maximize end-user viewing (minimizing our blasts from being blocked at the receiving eMail server level).
 - o Managing Unsubscribe list
- Weekly web-feed update (images, video, content, navigation)
 - o Weekly updates of 5 news stories, 5 videos, 5 station scripts, "Connect in Schools" product, producer notes and navigation changes associated with added content or changed content.
- Building and updating of connectwithkids.com, cwknetwork.com, greatbyeight.com (online storage)
 - o Completely owning, managing, executing and directing 3 websites.
 - Connectwithkids.com – over 6,000 pages holding 68 stations specific websites, web store, WebSource (4 independent web products), "Count Me In" product.
 - Cwknetwork.com – 500 page site, holding Station Toolkit
 - Greatbyeight.com – a now defunct website, that I use to hold most of our behind the scenes content such as videos and images used throughout the previous 2 sites to maximize their disk space.
- Administering all of our Domain names (cwknetwork.com, connectwithkids.com, connectingwithkids.com, kids-md.com, greatbyeight.com, cwknetwork.net, etc.)
 - o Ensuring proper DNS routing to our servers.
 - o Routing domain names to accommodate the ever-changing website (i.e. – the now dead connectingwithkids.com, greatbyeight.com and kids-md.com route users to our connectwithkids.com server).
- Research of web store technologies.
 - o Discovering available pre-built shopping cart applications for purchase while considering scalability, cost and specific company needs.
- Initial web store build.
 - o Completely managing, building, designing and creating the Connect with Kids web store.
 - Videos, Images, Content integration, Navigation, and Installation.
- Web store updating, repair and support.
 - o Adding features such as Coupon functionality, resolving load time/speed issues, updating products, updating videos, updating images and product pricing.
- Managing and distributing all contacts received via website
 - o Distributing all contacts received from cwknetwork.com and connectwithkids.com to appropriate internal personnel.