

**VINCENT GOLDSMITH**  
**1539 ASHBURNHAM DRIVE, CROFTON MD 21114**  
**VinnyGoldsmith@gmail.com**

**Independent Contractor/Consultant**

**June 2003 to Present**

*Provided business analysis, project management, financial analysis, client support, content management and Internet marketing services to companies in the media, software and telecommunications industries.*

- Optimized web site coding to increase search engine rankings. Completed keyword analysis, research and content assessment to recommend content to drive and convert traffic. Analyzed web traffic, PPC statistics, external link structures and competition in order to develop an SEO strategy.
- Analyzed contracts and invoices to assure compliance with terms and conditions for Fortune 100 clients in the telecommunications industry and identified areas of non-compliance. Reviewed operational objectives, analyzed current workflow, assisted in the collection of SDLC requirements, and recommended process improvements for the receipt of billing and invoice feeds.
- Analyzed and queried databases of contract information and billing rate information; built financial models comparing projected costs to actual costs; ensured data integrity and adherence to contracted obligations. Audited and analyzed multi-million dollar telecommunication invoices against the contracts and regulated tariffs that provide for these services. Disputed billing claims and negotiated financial settlements for the disputes
- Provided cost analysis and cost accounting services. Reconciled monthly expenses to general ledger entries, reconciled month-end credits from vendors in accordance with contractual obligations, internal controls and GAAP; examined costs of client companies in order to lower the overall expense of goods provided.
- Prepared and delivered training to Fortune 100 clients in the basics of telecommunication cost and contract management.

**Xspedius Communications**

**July 2000 to May 2003**

*\$300 million national Integrated Communications Provider offering Internet, data, long distance, and local phone services to mid-sized businesses. (Formerly known as e.spire Communications)*

**Manager of Network Cost Audit and Analysis**

- Lead a staff of eight financial analysts responsible for the audit, analysis and accounting of costs related to the delivery of telecommunication services. Provided leadership, guidance and direction on administrative and technical issues to subordinate staff. Audited services and products at a circuit level comparing invoices rendered to services contracted. In first year as manager, costs as a percentage of revenue were reduced by 30%. Annual telecommunications costs exceeded \$84 million.
- Disputed, negotiated and settled multi-million dollar billing disputes between e.spire Communications and vendor companies. Drafted, reviewed, approved and audited contracts for telecommunication services. Managed long-term and short-term debt obligations in conjunction with finance department.

- Directly supported the long term financial planning and budgeting function by working on costs and accrual forecasts as they related to proposed and actual transactions. Supported the effort on financial modeling of projected business operations as they related to revenue, expenses, and profit.
- In order to map expenses directly related to revenue components, created procedures and a multi-level general ledger coding system for associated telecommunications costs. Supervised period-end audits on financial statements to ensure proper reporting of transactions in accordance with company procedures and GAAP.
- Supervised variance analysis on a product-by-product basis, as well as quarterly review of corporate operations and worked closely with management team to determine correct course of action for excessive variances.
- Recruited and trained key billing personnel to research circuit inventory and compare to customer based costs and recover missing revenue. Lobbied legislative aides and members of Congress for the passage of industry favorable legislation.

### **INK/inc. Advertising and Marketing**

**July 1999 to June 2000**

*Family of advertising and marketing companies specializing in media and event planning for regional and national clients.*

### **Senior Consultant – Client Services**

- Coordinated agency and external resources in the delivery of media and advertising services, promotional campaigns and product launches. Organized the requirements planning and scheduling of multiple projects and project types. Defined organizational roles for clients and vendors in completion of project objectives.
- In response to requests for proposals (RFP), performed ROI analysis for senior management at client companies. Developed business plans for proposed client enterprises. Consulted on the delivery, navigation, and best practices of web based media and content.

### **Paramount Homes**

**May 1991 to April 1999**

*Residential Builder and Developer of over 200 custom and semi-custom homes throughout Southern Maryland.*

### **Co-Owner/President**

- Built company from scratch in 1991 to nearly \$10 million in revenue in 1998. Was responsible for the day-to-day operations of product design, purchasing, production, personnel, land acquisition, sales & marketing, finance, and accounting.
- To meet operating capital requirements of a fast growth company, negotiated and acquired nearly \$5 million in financing from a variety of lending sources. Financing included construction loans, acquisition and development loans, and commercial lines of credit. Forecasted cash flow and pro-forma financial statements.
- Negotiated the purchase and finance of over 200 building lots in twelve subdivisions. Supervised the various stages of approval and development of three subdivisions from raw undivided land to finished lots and bond release. Drafted, reviewed, and approved land acquisition contracts and contractor agreements.

- Coordinated the marketing, sales, financing, construction and settlement of over 200 homes. Conducted comparative analysis and market research on emerging projects to determine project costs and viability. Managed the print and electronic advertising for company products.

## **Technical & Software Skills**

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Experience using the following software packages: PeopleSoft, Quickbooks, TEOCO BillTrak Pro, TEOCO Business Analysis Module (BAM), Business Objects, Adobe Photoshop, Adobe Illustrator, Adobe GoLive, Salesforce.com and all broadly distributed desktop productivity software including MS Office Products and MS Access.

Working knowledge of HTML, XHTML, CSS, PHP, SQL, MySQL, Wordpress, Wordpress Mu, MovableType, Google Webmaster Central, Statistics and Analytic Software (Google Analytics, AWStats, Webalizer, etc) Search Engine Optimization, Keyword Analysis, MS Access Visual Basic (VBA) and ASP.

## **Education**

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### **Bachelor of Science in Business**

University of Maryland – University College

## **Other Employment**

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### **Licensed Real Estate Agent**

**June 1995 to Present**

Currently licensed with Anne Arundel Properties.

## **Volunteer Activities**

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### **Anne Arundel County Literacy Council**

**January 2003 to Present**

Past-President (June 2006 to May 2008)

President (June 2004 to May 2006)

An all-volunteer organization founded in 1977 with over 100 members, currently has over 60 tutors offering free weekly one-on-one tutoring to illiterate adults throughout Anne Arundel County.

### **Chesapeake Bay Foundation**

**June 2003 to Present**

Speaker's Bureau Volunteer (June 2003 to present)

The Largest conservation organization dedicated solely to saving the Chesapeake Bay watershed. As a volunteer with the Speaker's Bureau I give informational speeches on conservation efforts and the State of the Bay to groups throughout the state of Maryland.