

A N N A L I V I A F O R D
C U R R I C U L U M V I T A E

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Seasoned IT professional specializing in e-mail policy and technology, with extensive experience in large-scale e-mail operations.

Exceptional communicator able to leverage strong written, verbal, and interpersonal skills to communicate effectively across organizational boundaries.

Demonstrated ability to convey complex technical information to a non-technical audience.

Successful track record in managing discord and creating results while increasing quality of service.

Respected and well-regarded as a thought leader in the e-mail and anti-abuse industry.

QUALIFICATION HIGHLIGHTS

E-Mail Policy & Bulkmail Best Practices
Project Management
Bilingual (English and Italian)

Anti-Spam Policy
Executive Support
US & EU Citizenship

Technical Troubleshooting
Exceptional Communicator
Technical Writing

PROFESSIONAL EXPERIENCE

AOL - Senior Technical Account Manager

2005-Present

Responsible for spam monitoring and analysis, deliverability support and troubleshooting.

- Establish and maintain strong working relationships with peer ISPs to improve communication.
- Discuss and implement blocking strategies and methods with other ISPs and networks, leading to a significant reduction in costs related to delivered spam.
- Establish and maintain strong relationships with ESPs to significantly improve sender behavior.
- Used industry contacts to delay over 1 billion bulk and ISP emails being sent to AOL during a time of system duress, allowing the AOL mail system to stabilize and recover.
- Resolve escalated AOL member issues, resulting in increased member retention.
- Analyze reports to identify trends of spam and false positives in the inbound mail streams, and take action accordingly.

Professionally and quickly resolve frequent escalations from AOL executives, partner organizations and bulk senders, educating them on best practices for e-mail marketing and successful inbox delivery at AOL.

- Serve as third tier anti-spam and email technology troubleshooting support.
- Advanced technical knowledge combined with the ability to successfully manage customer and executive satisfaction.
- Mentor and trainer for off-shored tier 2 support analysts.

Assist in the development of countermeasures for shifting spammer trends.

- Participate in creation of evolving AOL anti-spam policy.
- Devise and QA-test modifications to anti-spam, general infrastructure, and email troubleshooting tools.
- Regularly find, prove, and escalate bugs in the AOL anti-spam systems.
- Assist in benchmarking and refining AOL's IP Reputation systems.

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Write and maintain in-depth technical documentation for Internal AOL anti-abuse tools and systems.

- Content manager for AOL Postmaster website (postmaster.info.aol.com); authored site overhaul, published Dec 11, 2009
- Author and editor of all documentation for the US and India Postmaster teams

Participate in and grow working relationships with spam industry groups, sharing knowledge and maintaining AOL's -reputation as a pioneer of progressive anti-spam technology

- Work with major national and international anti-spam and anti-abuse organizations including Spamhaus, MAAWG, and CAUCE to improve and develop anti-abuse policies.
- Co-Chair of MAAWG (Mail Anti-Abuse Working Group) SMTP-Special Interest Group, 2007-2008
- Co-author of the MAAWG Abuse Desk best practices whitepaper, 2007

AOL - Abuse Analyst

2002-2005

Front-line spam fighting; making the decisions and blocking spam in real-time.

- Monitor inbound mail streams utilizing AOL's proprietary tools to block spam runs.
- Check URLs reported as spam to ensure a minimum of false positives.
- Report illegal sites to appropriate authorities.
- Search for patterns and trends in complaints, false positives, bounce rates, and deferrals to successfully increase the effectiveness of the anti-spam systems.
- Write regular-expressions rules for rDNS-based rate limiting of mail from static and dynamic customer IP space.

Assist in the development of countermeasures for shifting spammer trends.

- Reach out to ISPs and hosting networks to identify their legitimate servers and dynamically assigned ranges in order to protect or block as necessary.
- Contact ISPs and hosting companies and work with them to identify and correct their exploited customers.
- Contact and engage legitimate senders with mailing issues and assist them in improving their practices.

Assist in interviewing, mentoring and writing training manuals for new hires.

PROFESSIONAL ACTIVITY

- Participate actively in numerous industry mailing lists and fora, including private lists
- Publish email and deliverability related blog at www.annaliviaford.com

References: available on request

LinkedIn : www.linkedin.com/in/annaliviaford