

OBJECTIVE: My objective is to find a position with a company where I can use my combined experience in Marketing, Sales, and Business Development to generate revenues.

◆ QUALIFICATIONS

- 10 years of web site development, design, sales and marketing.
- 2 years of Project Management for a Fortune 500 company.
- Advanced knowledge of the internet including product development, revenue streams, internet trends, advertising models, and all aspects of internet marketing.
- Partner of web design firm, OC Web Logic. Clients include IHOP Corporation, Steelhead Brewery, Warner Music, Reprise Records, Jeep, and Sage Software. Responsible for sales, development, and management of sites.
- Strengths in sales, problem solving, managing people, and adhering to strict deadlines.

◆ EDUCATION

University of California at Irvine

March 1996

Bachelor of Science, Civil Engineering with emphasis in Structural Engineering
Minor in Project Management

◆ WORK HISTORY

ShotPak, Inc. – Irvine, CA

Nov. '04 – Aug. '06

FOUNDER, VP MARKETING

One of the founders of a startup alcohol beverage company that produces shots of alcohol in portable soft pouches. Over the past two years, we raised \$1.5 million in funding and are currently selling product in the marketplace. Specific responsibilities included:

- Developed web site and online marketing strategies
- Worked with sales representatives to develop campaigns and materials for liquor distributors
- Developed a marketing plan, budget, and timeline to launch the product in regional areas such as Southern California, Las Vegas, and Florida
- Opened the office in Irvine, California
- Created print marketing collateral
- Worked with CEO to identify new opportunities, create plans and budgets and oversee plan integration

Bowtie, Inc. – Irvine, CA

Feb. '02- Sept. '04

INTERNET DEVELOPER

Responsible for the business development and management of 26 web sites for the largest pet publishing company in the world. Bowtie, Inc. is made up of 4 companies: Bowtie Press, Fancy Publications, Global Distribution Systems, and Thoroughbred Times. Specific accomplishments included:

- Managed the creation of a backend content management system to dynamically handle the content for the sites
- Worked on sales presentations for major advertisers such as Purina, Farnam, and Petsmart. Generated more internet sales than any other sales representative in the company
- Developed training materials for sales staff and trained employees on how to sell the internet
- Managed the development of an ecommerce initiative to sell products online. Sales are currently increasing at a rate of 15% per month
- Worked to develop marketing strategies and competitive analyses to market the sites
- Built a team of designers and programmers to complete all online projects and initiatives
- Work with management to identify new opportunities and implement them online

Sage Software – Irvine, CA
ONLINE MARKETING MANAGER

June. '00- July '01

Sage Software is a leading developer of accounting software including MAS 90, the most widely used accounting software for mid-range companies in the United States. My responsibilities at Sage included developing marketing programs for direct mail pieces and spearheading strategic programs for acquiring leads. I was in charge of building sites that would gauge the amount of leads we were generating from the internet as well as handle email campaigns, search engine positioning and more. Specific duties included:

- All web site design changes for us.sage.com
- Development of product-specific sections of the site such as MAS 90 and Sage Enterprise Suite
- Development of web sites to collect leads and report on progress of direct mail campaigns
- Work with IS department to implement web-based tools for channel partners and staff
- Worked with outside vendors to establish presence and high placement on search engines
- Developed opt-in email campaigns with marketing staff for partners

Warner Bros, Entertaimdom - Glendale, CA
SENIOR PRODUCER

Feb. '00- June '00

As Senior Producer, I was responsible for the development of original programming, implementation of advertising campaigns and all production for Warner Bros. largest entertainment web site.

- Oversaw fifteen producers and associate producers who were responsible for taking final art and developing the html pages behind the sites
- Coordinated with programming staff to verify shows were playing in a timely manner
- Resolved problems with video streaming and coding issues
- Worked with technology department to incorporate dynamic areas of each section from the database

ETM Entertainment Network. Costa Mesa, CA
SENIOR MANAGER OF WEB SITE DEVELOPMENT

Feb. '99- Jan. '00

As manager of development, I oversaw the development of the ETM web site regarding the content and programming. I served as a liaison between the technical group, sales staff, marketing department, and management. My job was to assign tasks and prioritize the projects based on the needs of the company.

- Worked with major advertisers such as American Express, Chevrolet, Los Angeles Times, and Lufthansa to develop sponsorships and advertisements on the ETM site
- Coordinated the development of the affiliate program, e-mail marketing campaign, and advertising implementation
- Coordinated the development of programs for online movie ticket sales for major movie exhibitors including: AMC Theaters, Edwards Theaters, Wehrenberg Theaters, and Regal Cinemas
- Worked with ETM clients including Los Angeles Dodgers, New York Mets, PGA Tour, BI-LO Center and San Diego Sports Arena to develop online promotions
- Coordinated with major online entertainment sites such as Warner Bros. Entertaimdom, State Connect, and Cox Interactive Media to provide live events ticketing and movie listing information
- Coordinated with marketing, business development, advertising, and sales for the company to develop campaigns and licensing deals on the ETM site
- Traveled to numerous industry conferences to represent the company, generate interest and demonstrate online capabilities

OC Web Logic – Costa Mesa, CA
PRESIDENT/DIRECTOR OF BUSINESS DEVELOPMENT

Aug. '96 – present

Direct the design and development of all online projects. Consult for high profile clients including IHOP Corporation, Steelhead Brewery, and ETM Entertainment. In addition, work with a number of small businesses to develop brand identity as well as company collateral, brochures, web-sites, and other promotional materials.

- Responsible for coordination of each project from start to completion
- Work with small businesses on web design and marketing ideas
- Created all marketing materials including web site, flyers, media kits, and logos
- Create relationships with high profile companies including Yahoo! and SBN Global Yellow Pages for outsourcing design work
- Meet with clients to help identify new opportunities and to increase their online presence via various marketing vehicles
- Project websites include:

www.paramountsol.com	www.agsincorporated.com	www.organicgrowingsystems.com
www.uniquetan.com	www.liquidfinancial.com	www.lighthouse-logistics.com
www.havanatanning.com	www.urbanpacific.com	www.brentpayne.com
www.shotpakinc.com	www.cannerylofts.net	www.yellowpages-nds.com
www.opensun.com	www.candycordes.com	www.ocweblogic.com
www.tcsradio.com	www.helensfoods.com	www.unionchoice.com

A complete client list can be viewed at: www.ocweblogic.com/clients

RFA, Inc., Anaheim, CA

Aug. '96 – Jul. '98

SENIOR PROJECT MANAGER

Responsible for Chevron station layouts and coordination of the building design from the planning phase through permits and up to construction. Served as a liaison between the engineers, government agencies, Chevron management, and construction companies on all aspects of building design and construction.

- Used Microsoft Project and Access to manage timelines, schedules, and budgets for each project.
- Constructed eleven projects in one year period (seven in three months which had never been done at RFA)
- Worked under extremely rigid deadlines, within tight budgets and with little resources
- Oversaw permit expeditors that were responsible for running permits to the cities and taking care of multiple tasks

Black & Veatch, Irvine, CA

Dec. '94 -Aug. '96.

MARKETING ASSISTANT

Assisted in the marketing department of one of the largest environmental engineering firms in the United States. Worked in conjunction with the Vice President of Marketing to create qualification statements and prepare proposals for city and county agencies throughout Southern California.

- Developed Excel charts and PowerPoint presentations for Director of Graphic Design
- Collaborated with Engineers on proposals and researched facts on surrounding land for various projects

◆ PERSONAL

- Member of Sigma Nu national fraternity
- Sports: snow boarding, volleyball, soccer, softball

◆ REFERENCES

Available Upon Request