

As a freelancer based outside of Portland, Oregon, I have 25+ years experience in marketing and the digital world, specializing in ecommerce strategy, planning and web site design/development. I work on various projects, including UI/UX, web management, analytics and SEM/SEO as well as email marketing programs, including creative design, online sales strategies, growth and retention, and automated programs. I work remotely in a yurt we built on our acreage in the deep woods. I strive to merge my job, family and values into a simple life that keeps me inspired. I am a very personable, straightforward, responsive person. I'm also a father of three teenagers who loves my family and my local community. My core values of environmental responsibility, charitable giving and social involvement are a big part of my life and my business choices. I love to work with like-minded organizations who share my respect and passion for the world.

## work history

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Jun. 2000 - Present

### **Freelance Designer**

Deep Woods Web

Various clients

Currently work on a wide variety of online and digital projects for various clients, from large global brands to small local, non-profits and organizations. Web experience with interface design, web management and content marketing for numerous ecommerce and web sites. Coordination of email programs, including strategy, design, database and list administration, promotional campaigns and automated programs. Online marketing knowledge with SEM, SEO and display advertising. Advanced data analytics and reporting, strategy and consulting. Brand and visual identity work, including design of logos, icons, and various print collateral.

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Jan 2014 - Present

### **eCommerce Director**

Klean Kanteen

Chico, CA

Contract Ecommerce and Web Manager responsible for all ecommerce and email marketing. Role includes online strategy and sales promotions, forecasting and strategy, editorial and content calendars, and design and execution of all consumer, dealer and custom email programs. Manage global web presence and \$5 million U.S. ecommerce store, including site design, development and maintenance. Also responsible for analytics/reporting and managing vendors on behalf of client, including hosting, domains, IT support, database systems, online platforms and other tools. Various roles as UI/UX designer, web developer, project and account manager, and content manager. Also manage global brand online, including 10+ international sites for EU, UK, Japan, Sweden, Australia, and other countries.

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Oct. 2008 - Dec. 2014

### **Contract eCommerce and eMarketing Manager**

Stickeen Brand Services

Portland, OR

Part-time contract web designer and developer, mainly working on Klean Kanteen account. As part of small agency team, managed global web presence and \$2 million ecommerce store, including site design, development and maintenance. Also coordinated email marketing programs for consumer and wholesale, online advertising, analytics and reporting, and strategic marketing campaigns. Managed other vendors on behalf of client, including hosting, domains, IT support, database systems, online platforms, social media applications, and other tools. Various roles as UI/UX designer, web developer, project and account manager, and content marketing specialist.

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Dec. 2006 - Nov. 2007

### **Senior Graphic Web Designer**

Sage Software

Beaverton, OR

Web designer in emarketing group, worked on design, maintenance, programming, and management of corporate intranet and internet sites. Worked on large number of product web sites based on variety of platforms, technologies and CMS systems. Also responsible for landing pages and emarketing templates/design. Worked closely with Web Managing Editors and Business Units on variety of online corporate and product marketing projects. Helped developed new corporate web guidelines, standards and specifications.

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Apr. 2006 - Dec. 2006

### **Contract Web Designer/Developer**

Mentor Graphics Corporation

Wilsonville, OR

Contractor on Web Services Team as web designer/developer. Worked on support web site redesign, porting existing site content over to CommonSpot, a ColdFusion based CMS. Primary role as CMS administrator, managing users, groups, approvals, templates, metadata, elements, and other aspects of system. Managed additional corporate web site content, including series of international events. Developed internal site Knowledge Base of documentation on processes, systems and applications. Researched and reviewed CMS products and other applications, utilities and technologies.

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Jul. 2001 - Mar. 2006

### **Art Director and Web Manager**

RadiSys Corporation

Hillsboro, OR

Managed corporate B2B web site, including all content and graphics. Coordinated international sites, including translation and localization. Oversaw site maintenance, testing, troubleshooting and traffic monitoring. Also managed proprietary custom CMS and database. Determined strategic site objectives, goals and plans for improvement. Implemented web driven lead-generation and site promotion programs, including on-site search engine optimization. Ensured all internal and external communications conveyed corporate brand identity and messaging. Produced designs for printed literature, advertising, events, direct mail, email and tactical sales and marketing programs. Also developed interactive Flash animations for tradeshow, CD-ROM and web use. Role as art director and project manager; coordinating schedules, printing, budget and production. Often directed outside vendors and agencies.

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Jun. 1999 - Jul. 2001

### **Graphic and Web Designer**

Microware Systems

Des Moines, IA

Responsible for design and development of all corporate marketing materials, including print collateral and online presence. Managed static 400+ page external web site and 200+ page internal site, including all content, design and graphics. Developed CD-ROM packaging and installation screens for embedded OS product along with interactive multimedia product introduction. Design of tradeshow booth exhibition signage and promotional materials as well as creation of advertisements, data sheets, white papers and corporate brochures. Also generated corporate and sales presentations, diagrams, illustrations, and other graphics. Additional roles as art director, project manager, print coordinator, marketing specialist and international web manager.

## TECHNOLOGIES

HTML/CSS  
Javascript, AJAX, jQuery  
Shopify Liquid  
Responsive Design  
Mobile Optimization  
Web Standards  
Web Accessibility

## SUPPORTING KNOWLEDGE

Database schemas and structures  
FTP/SFTP, network, server experience  
cPanel and Web Host Manager (WHM)  
phpMyAdmin and MySQL Workbench  
XAMPP and local testing environments

## PROGRAMS AND PLATFORMS

Ecommerce - Shopify, WooCommerce, Magento, X-Cart, ZenCart, SquareSpace, others  
Email Platforms - Klaviyo, MailChimp, ListTrak, Constant Contact, Campaign Monitor, others  
Content Management - Wix, Shogun, Shopify, ModX, WordPress, SquareSpace, others  
Microsoft Office - Teams, Word, Excel, PowerPoint, SharePoint, Access, Visio  
Adobe Creative Suite - InDesign, Illustrator, Photoshop, Bridge, Acrobat, Dreamweaver  
Email Clients - Mac Mail, Outlook, Entourage, Gmail, Lotus Notes  
Web Analytics - Google Analytics, WebTrends, Clicktracks, Measureful, SumAll  
Google - Search Console, Analytics, Tag Manager, Ads Manager  
Web DevTools - Chrome, FireFox, etc.  
Project Management - Wrike, Monday, Asana, MS Project, ChangePoint, Trello, Slack, others-  
Blog Software - Wordpress, Blogger  
File Management - Dropbox, Google Drive, SharePoint, PXM/Amplify, GitHub, others  
Customer Relationship Management (CRM) - Salesforce.com, Sugar, Sage, Zoho  
Social Media - Meta Business Suite, Facebook, Twitter, Pinterest, Instagram, TikTok, YouTube  
Online Survey and Form Tools - Wufoo, Survey Monkey, others  
Various additional applications, including AI and others

# projects & experience

## ONLINE AND DIGITAL

Web site design, development and programming  
Web site management and maintenance  
User interface and experience design (UI/UX)  
Information architecture (IA)  
Ecommerce strategy and management  
Email marketing and management  
Database and list administration  
Search engine marketing and optimization (SEM/SEO)  
Social media campaigns and app graphics  
Online display advertising  
Content marketing and development  
Global and international online marketing  
Analytics, campaign tracking and reporting

## DESIGN AND MARKETING

Corporate identity and branding  
Logos, symbols and icons  
Infographics and information design  
Publication and literature layout  
Pre-press and print preparation  
Direct mail campaigns  
Packaging design  
Event marketing  
Tradeshow booth and exhibition signage  
Interactive design and multimedia  
Flash animation and storyboarding  
CD-ROM installation graphics  
Copywriting, editing, and proofreading

# memberships & organizations

## PROFESSIONAL (past and present)

Search Engine Marketing Association of Portland (SEMPdx)  
Computer-Human Interaction Forum of Oregon (CHIFOO)  
Meetups - PDXTech4Good, PDX Web & Design  
Internet Professionals Special Interest Group (IP-SIG)  
Developer Group Northwest (DevGroupNW)  
User Interface Special Interest Group (UI-SIG)  
InDesign Users Group (IDUG)  
ColdFusion Users Group (CFUG)  
Mac Users Group of Portland  
American Institute of Graphic Arts (AIGA)  
Sustainable Business Network of Portland

## PERSONAL (past and present)

1% for the Planet  
Green America  
Bicycle Transportation Alliance (BTA)  
Washington Co. Bicycle Transportation Coalition  
Northwest Trail Alliance (NWTAA)  
International Mountain Biking Association (IMBA)  
Rails-to-Trails Conservancy  
Oregon Small Woodlands Association  
Big Brothers/Big Sisters of Portland  
Banks Youth Soccer  
Banks Chamber of Commerce

# education & engagement

## EDUCATION

Iowa State University - Ames, IA  
B.F.A. in Graphic Design – 1999

Frequently attend demos, programs, seminars, webinars and speakers covering various topics to broaden knowledge of industry trends and technologies. I have also spoken, presented, and judged at events/courses.

## CONFERENCES

eTail West, Digital Summit, WebVisions, SearchFest, Digital Marketing Conference  
MarketingSherpa's Lead Generation Summit  
Internet Strategy Forum  
AIGA National Design Conference  
Iowa State University: Graphic Design Europe Trip - 1998