
Employment Experience

2007 – Freelance Work & Startups – Fountain Valley, CA

- As Operations Officer, developed core business model and all supporting material documents for a startup Ecology-oriented technology business named EcoPact Media.
- Established relationships with ecological experts and technology personnel required for operations.
- Coordinated prototype design with our chief designer, and wrote initial prototype software.
- As freelance developer (dba Evoke Media Group), performed comprehensive marketing and brand development for Adfinity.com and other clients.
- Designed & developed SaveWattsOfEnergy.com, an active eCommerce website, from scratch.
- Wrote numerous direct-to-web articles as well as marketing collateral for a wide range of clients.

2006-2007 – Affiliate Programs, Inc. – Executive Editor – Huntington Beach, CA

- Authored nearly 100 affiliate marketing and web business articles.
- Coordinated activities of 10 contributing authors, and brought new contributors on board.
- Established & expanded community operations including forums and interactive blogs.

2003-2006 – Jaben Holdings, Inc. – Consumer Sales Manager – Los Alamitos, CA

- Managed a direct staff of 12 salespeople and a support staff of 8 at 2 locations supporting a retail store and 2 eCommerce websites.
- Achieved double-digit YTD growth in all online and call center channels.
- Founded affiliate marketing channel responsible for a further 13% annual sales growth.
- Developed numerous technical enhancements to the family of websites, including project management tools and additional functionality for the eCommerce platforms.

1999-2002 – Consumer Electronics Sales Associate – San Rafael, CA; Corte Madera, CA; Santa Clara, CA; La Mesa, CA

- Held several consumer electronics sales positions with Marin Auto Stereo & Alarm, Cambridge Soundworks, Magnolia Hi Fi, and The Good Guys
- Achieved high sales volume, excellent profitability, and high customer satisfaction
- Performed retail operations duties including opening, closing, inventory, and store maintenance

1996-1999 – The Digital Foundry – Web Developer – Tiburon, CA

- Involved in principal development of Yakima.com, eHow.com, DevX.com, among others.
- Maintained code inventory, office equipment, and hardware assets.

Education

2008 – San Jose State University, CA – Bachelors of Science, Business Management

- Additional coursework in Business, Industrial Design, and General Education at California State University Long Beach, U.C. Irvine, Grossmont College, and College of Marin.

Additional Information

Officer of Society for the Advancement of Management (SAM) Organization at San Jose State
Member and Volunteer for the American Solar Energy Society (ASES)

Technical Experience: ASP & PHP development, SQL & MySQL databases, HTML, CSS, Javascript, AJAX, Adobe Photoshop and GoLive, Microsoft Office, OpenOffice, Salesforce CRM, Navision CRM, Quickbooks, BaseCamp, and Wordpress.

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