

21 YEARS OF EXPERIENCE

- 7.5
yrs

Owner / Director of Marketing
Side 2 Integrated Marketing - Portland, OR

Purchased a struggling Google Adwords firm with two employees and thirtyish active customers. In three years I grew it to a full-service marketing firm with fourteen employees, 118 active customers, and over a million dollars in annual revenue. Sold it for a profit.
- 1
yr

Sales Executive
Gateway Computers - Sioux City, IA

Sold Gateway's full line of products and services in a Call Center environment. Generated \$2.8 million in annual revenue. Consistently in top 99% of 100+ representatives in attach, margin, and revenue. Company purchased by Acer and closed.
- 3.5
yrs

Marketing Director
VZN Technologies - Sioux City, IA

Hired to bring start-up into profitability. Recognized technical staff was dubiously inflating costs; recommended off-site solution saving the company over \$50k a month. Technical staff purchased hosting part of company while Owner, CEO and I spun off a new company focused on click-through advertising. I lead the web development team in designing, building and marketing of over 180 domains (LAMP, HTML, CSS, JavaScript). Pioneered many of the early search engine marketing techniques that caused Google to change their algorithm.
- 3.5
yrs

Information Systems Tech
Whitman Hospital - Colfax, WA

Managed a Novell network with 150 devices (Windows, Mac, and Unix) throughout hospital. Set-up and maintained computer systems, network and hardware devices. Provided in person and over the phone Tech Support to all Hospital staff.
- 1.5
yrs

Contract Administrator
Litho, Development & Research - Portland, OR

Created, marketed and sold warranties and service plans for printing equipment and software. Developed a well-organized sales process in order to hit sales targets. Increased warranty sales and renewals by 68% helping make service department profitable for the first time in company history.
- 4
yrs

City Trainer
Hertz Rent-a-Car - Portland, OR

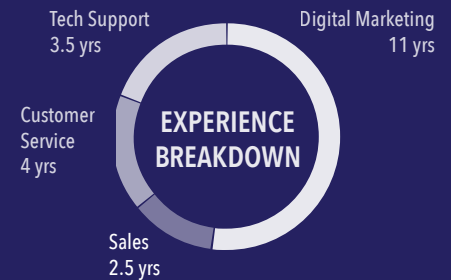
Trained new and existing Counter Representatives on computer system, policies, operations, and proper sales techniques and verbiage. Published weekly companywide two-page newsletter.

EDUCATION

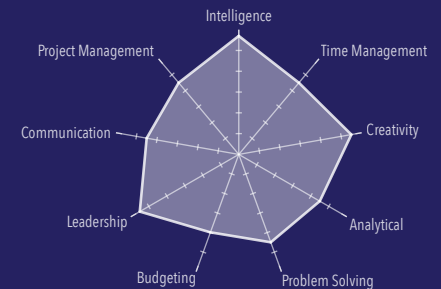
Bachelor's Studies in Journalism
Central Christian College
McPherson, KS
1992-1994

CERTIFICATIONS

- Google Adwords Certified 2014
- Bing Professional 2014
- Yahoo! Ambassador 2014
- Hootsuite Professional 2014
- Microsoft Office Trainer 2002



COMPETENCIES



ADDITIONAL INFORMATION

- Full CV: <http://resume.shawnraloff.com>
- Website: <http://shawnraloff.com>
- Portfolio: <http://behance.net/sraloff>
- Blog: <http://blog.shawnraloff.com>
- Facebook: <http://facebook.com/sraloff>
- LinkedIn: <http://linkedin.com/in/shawnraloff>

PRINT & WEB DESIGN

With over twenty years of graphic design, web programming, SEO/SEM, print, radio and television experience; I have the skill, references, and portfolio to help DaBella Exteriors continue to grown and succeed.

SOFTWARE EXPERIENCE

- 5 yrs | 10 yrs | 15 yrs | 20 yrs
- Mac, Windows, Linux
- Adobe Creative Suite (All)
- Microsoft Office (All)
- Web (HTML, CSS, LAMP)
- Google Apps, Ads & Analytics
- Wordpress & Bootstrap
- QuickBooks & Salesforce
- Basecamp
- Asana

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