

## SHAWN RALOFF

## DIGITAL MARKETING DIRECTOR

### 21 YEARS OF EXPERIENCE

**Owner / Director of Marketing**  
**Side 2 Integrated Marketing - Portland, OR**  
 7.5 yrs  
 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.

**Sales Executive**  
**Gateway Computers - Sioux City, IA**  
 1 yr  
 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.

**Marketing Director**  
**VZN Technologies - Sioux City, IA**  
 3.5 yrs  
 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.

**Information Systems Tech**  
**Whitman Hospital - Colfax, WA**  
 3.5 yrs  
 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.

**Contract Administrator**  
**Litho, Development & Research - Portland, OR**  
 1.5 yrs  
 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.

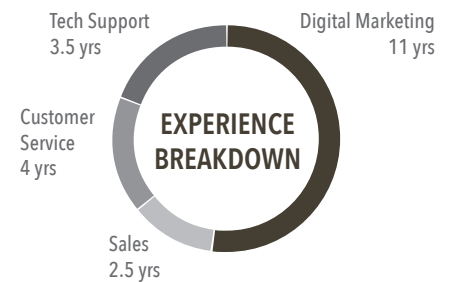
**City Trainer**  
**Hertz Rent-a-Car - Portland, OR**  
 4 yrs  
 Trained new and existing Counter Representatives on computer system, policies, operations, and proper sales techniques and verbiage. Published weekly companywide two-page newsletter.

### EDUCATION

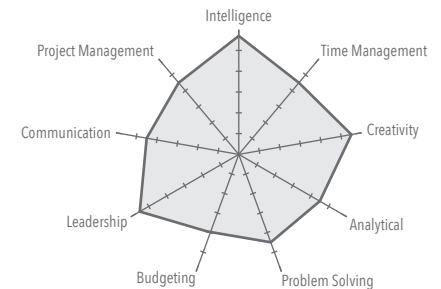
**Bachelor's Studies in Journalism**  
 Central Christian College  
 McPherson, KS  
 1992-1994

### CERTIFICATIONS

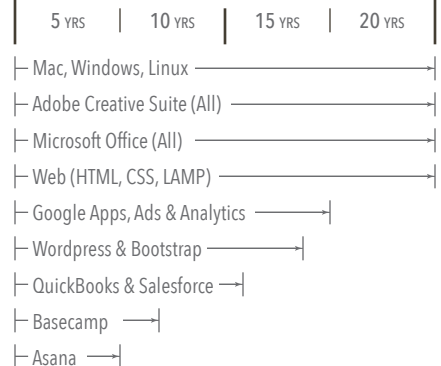
Google Adwords Certified 2014  
 Bing Professional 2014  
 Yahoo! Ambassador 2014  
 Hootsuite Professional 2014  
 Microsoft Office Trainer 2002



### COMPETENCY INDEX



### SOFTWARE EXPERIENCE



### 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 grow and succeed.

<b>ATTN: NISSA MCMILLAN</b>		<b>DABELLA EXTERIORS LLC</b>	
7420 SE 114TH AVE PORTLAND, OR 97266	SHAWN@RALOFF.NET HTTP://SHAWNRALOFF.COM	509-690-7585 @SRALOFF	