

Travis Michael Anderson

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Inspired Technology and Marketing Consultant driving positive customer outcomes through the building of powerful online presences and management of technical infrastructure. A considerate, well-spoken professional with excellent client engagement, project management, and business development skills. Promoting more than 20 years working for organizations in the entertainment, hospitality, health, retail, and non-profit sectors.

Work History

Consulting Technical Officer - *Seattle Talent* (Seattle, WA) 2010 - 2021

Work with executives to create and maintain social/viral communities, SEO/SEM, and direct consumer communication.

- Established social/viral marketing, SEO/SEM, direct consumer communication strategies.
- Realized rebranding strategy that led to transition from national franchise.
- Optimized Google AdWords campaigns; managed annual PPC budget of \$240,000 achieving average conversion rate of 12%.

Digital Marketing Consultant - *Virtuoso, LTD* (Seattle, WA) 2014 - 2020

Design and content creation for weekly email marketing campaigns impacting 32 countries

- Maintain digital asset libraries across multiple departments
- Introduced a new communications platform to streamline and centralize flow of digital assets and text content
- Leverage partner APIs to collate and disseminate usability and compliance data to stakeholders
- Drove redesign of client facing communications

Consulting Technical Officer - *MGS Tech* (Seattle, WA) 2009 - 2020

- Developed desktop, tablet, and smartphone training application for First Responders, and managed beta testing with fire departments throughout Los Angeles County.
- Implemented new communication technologies for on-line training courses.
- Develop company website, blogging guidelines, and social media presence for the company's training videos and instructional resources.

IT & Marketing Consultant – *Mudra Massage & Deep Feet Bar Therapy* (Portland, OR) 2012 - 2019

- Designed and executed social, email, and content marketing strategies.
- Provided custom Drupal 7 and later WordPress module/plugin and theme development.
- Designed and executed content marketing and Search Engine Optimization strategies
- Implemented company's first membership and rewards programs
- Developed separate website for Deep Feet students and graduates, making all training materials available on-line.

Consultant - *Elmer's Restaurants* (Portland, OR) 2012 - 2013

- Revitalize usage of a monolithic Content Management System for company's main website.
- Direct design and content for mobile website as well as social media marketing for both mobile and desktop platforms.
- Advised SEO/SEM best practices
- Successfully transitioned email marketing to MailChimp, empowering the company to automate email marketing, mailing list op- ins, remarketing, as well as making key demographic information available to stakeholders.

Technical Project Manager - *Genesis Media* (Seattle, WA) 2009 - 2014

- Manage Google AdWords PPC marketing campaigns, SEO/SEM, and social/community marketing.
- Manage offshore and domestic development resourced to extend CS Cart eCommerce.
- Positioned company as an add-on vendor with CS Cart and steered both development and design of add-ons relating to multimedia, split testing, URL Redirection, and Google Content Experiments.

Technical Director - *Communikey Music and Arts Festival* (Boulder, CO) 2009 - 2013

Design and direct technical requirements for all in-festival and off-season events

- Design and direct social media campaigns for the 2012 festival, increasing community engagement by 35%.
- Streamline Technical team to reduce volunteer head count by more than half to maximize festival pass and ticket sales.
- Lead a distributed team of more than 20 volunteers in-festival and directed all aspects of production and in-venue operations.
- Project Manager for a feature-length documentary project released in 2014.
- Transitioned organization away from Constant Contact to MailChimp as an email-marketing provider, saving \$2500 annually.

Operations Manager - Affordable Wildlife Response (Portland, OR)**2009 - 2011**

Conducted on-line and physical marketing, business development, and operations.

- Designed and directed social marketing through Facebook and Angie's List, with the latter comprising more than 60% of incoming customer leads.
- Negotiated and executed \$10k contract with Portland Water Bureau, training staff in best practices for wildlife trapping and habitat surveillance.
- Maximized productivity by introducing mobile applications, minimizing need for office staff and saving \$19k annually.

Technical Project Manager - Wincito Solutions, LLC (Bellevue, WA)**2008 – 2009**

Guided internal & offshore development and maintained accountability and product integrity for client requirements and designs.

- Drove design, architecture and documentation of an Enterprise Resource Planning for the custom fabrication industry.
- Ran open source social networking discussions with a marketing firm, producing documentation and case studies for a partner customer rewards program and launch of an e-commerce website with a focus on social/community driven content.
- Consulted on the marketing plan for a search engine launched in Bombay, India.
- Produced technical documentation and project leadership for an SMS relay system to be used by a political party website, also based out of India
- Consulted on the architecture of a reporting tool that balances and compares output from Omniture and DoubleClick for Expedia

Technical Officer - Pacific MSI (Bellevue, WA)**2007 - 2013**

E-commerce, SEO/SEM, inventory policies and procedures; streamlined operations for insurance claims & collections. Built company network infrastructure and increased employee efficiency by making key data readily available.

- Design / develop / maintain eCommerce-like software to highlight available products; maintain and direct all SEO/SEM.
- Create new brand identity for Pacific Medical Systems, Inc.
- Design and implement software infrastructure for Inventory Management, Sales tracking and Purchasing.
- Developed and maintained company's on-line social/community marketing.

Director of Operations - Decibel Festival (Seattle, WA)**2007 - 2012**

Directs operations for North America's third largest festival of Electronic Music and Digital Arts.

- Develop Director role to streamline & unify Operations and Production including volunteer staffing, promotions and training.
- Create organization's first Content Management System for financial and asset tracking.
- Assist with social media and email marketing.