

Travis Michael Anderson

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

Professional Experience

- Digital Marketing Consultant - *Virtuoso, LTD* (Seattle, WA) 2014 - 2020**
- Devised evolving, flexible design and created content for weekly email marketing campaigns impacting 32 countries.
 - Introduced SmartSheet to streamline and centralize flow of digital assets and text content.
 - Leveraged partner APIs to collate and disseminate usability and compliance data to stakeholders.
- Consulting Technical Officer - *Seattle Talent* (Seattle, WA) 2010 - 2020**
- 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 7%.
- IT & Marketing Consultant – *Mudra Massage & Deep Feet Bar Therapy* (Portland, OR) 2011 - 2019**
- Designed and executed social, email, and content marketing strategies.
 - Provided custom Drupal 7 module and theme development.
 - Designed and executed content marketing and Search Engine Optimization strategies, and company's first membership and rewards programs.
 - Developed separate website for Deep Feet students and graduates, making all training materials available on-line.
 - Provided custom WordPress plugin and theme development.
- Technical Project Manager - *Genesis Media* (Seattle, WA) 2009 - 2014**
- Oversaw Google AdWords PPC marketing campaigns, SEO/SEM, social/community marketing increasing revenue by 37% in six months.
 - Managed remote development resourced to extend CS Cart eCommerce.
 - Positioned company as add-on vendor with CS Cart, steering both development and design of add-ons relating to multimedia, URL Redirection, and Google Content Experiments.
- Technical Director - *Communikey Music and Arts Festival* (Boulder, CO) 2009 - 2013**
- Executed technical requirements, production, venue operations for all associated events.
 - Supervised social media campaigns, increasing community engagement by 40% in 2012.
 - Reduced volunteer head count by 50%, maximizing festival pass and ticket sales.
 - Lead distributed team 20+ volunteers in-festival.
 - Project Managed feature-length documentary released in 2014.
 - Transitioned organization away from Constant Contact to MailChimp, saving \$2500 annually.
- Technical Officer - *Pacific MSI* (Bellevue, WA) 2006 - 2013**
- Design / develop / maintain eCommerce-like website, SEO/SEM guidelines, inventory policies, procedures, and management
 - Streamlined operations for insurance claims and collections.
 - Built company network infrastructure, increasing employee efficiency 25% by making key data readily available.
 - Developed and maintained company's on-line social/community marketing.
- Operations Manager - *Affordable Wildlife Response* (Portland, OR) 2008 - 2011**
- Conducted on-line/physical marketing, business development, and operations.
 - Created marketing campaigns via Facebook and Angie's List, increasing organic leads by 40%.
 - Executed \$10k contract with Portland Water Bureau, training in best practices for wildlife trapping and habitat surveillance.
 - Maximized productivity by introducing mobile applications, minimizing need for office staff and saving \$19k annually.
- Director of Operations - *Decibel Festival* (Seattle, WA) 2007 - 2012**
- Directed operations and production for North America's third largest festival of Electronic Music and Digital Arts.
 - Developed Director role to streamline and unified Operations, Production, volunteer staffing, promotions, and training.
 - Created organization's first Content Management System for financial and asset tracking, limiting liability and saving \$2k in annual insurance costs.