



Robert Siefken

Longmont, Colorado 80501

303-746-1876

www.RobertSiefken.com

Rob@RobertSiefken.com

Objective:

Obtaining a secure and stable career that enables me to utilize my talents, creativity, expertise, and experiences working in a creative, prosperous and healthy environment with other professionals who share my motivation and passion for excellence.

Employment:

ExcitedEYE CORP; Longmont, CO 06/99 - PRESENT:

freelance contractor

- Experienced in the creation of a startup company.
- Instrumental in creating clientele funnels for Wordpress web development, internet marketing, and organic search engine optimization services.
- In charge of the initial setup, design, production, maintenance, and marketing of 100+ customer web sites.
- Responsible for marketing, bookkeeping duties, customer service, sales calls, tech support, and webmaster work.

Liquid Ventures, LLC; Boulder, CO 01/14 - 04/30/20:

affiliate manager / brand ambassador / design production / marketing manager

- Instrumental in setting up all startup assets: web, social, customer relationship management and affiliate software.
- Responsible for the introduction and training of affiliate managers and online affiliate publishers.
- Integral in setting up, engaging and delivering new advertising prospects and marketing offers.

Welltok/CafeWell; Denver, CO 03/12 - 11/13:

design production / email marketing / online customer support

- Accountable for the concept and design, delivery and reporting of email marketing campaigns.
- Responsible for customer support and answering user's questions and advising on engagement opportunities.
- Instrumental in setting engagement opportunities with health and wellness users and clients.
- Responsible for teaching and training new employees on the CafeWell wellness systems and deliverables.

Mentor Graphics; Longmont, CO 10/07 - 04/09:

marketing programs manager / web & video production

- Accountable for the creation of graphics for software products branding, trade show displays, promotional material and presentation collateral.
- Responsible for capturing, editing and production duties for all marketing videos.
- Improved marketing strategies for company sales distribution channel account reps and managers through intranet how-to's, web newsletters and competitive replacement videos.
- Advised on setup and delivery of corporate marketing video standards for external web site.
- The "Go-To" for all creative material needing a fast turn-around or eye-grabbing graphics.
- Initiated community web site discussions and the translator of web 2.0 tech talk.

Mango Media; Boulder, CO 12/06 - 7/07:

web design production / internet marketing / webmaster

- Accountable for the creation and systematic implementation of content for Mango CMS websites.
- Advise clients on effective marketing techniques to increase website traffic.
- Responsible for quality assurance of all web design projects, including web usability, accessibility, testing and debugging.
- Contributed planning and consulting skills developed from extensive work with customers and team members on a variety of challenging design and development projects.

Eclipse INC; Boulder, CO 03/99 - 08/01:

web developer / eclipse programmer

- Redesign and co-creation of the Golden Globe Award-Winning www.EclipseInc.com.
- Responsible for new design and redesign and search engine registration and maintenance.
- Creation of animated .gif featured in the new release of Solar Eclipse software.
- Creator of corporate graphics library and graphics.
- Accountable for the implementation and maintenance of the "ECLIPSE" custom enterprise database solution.



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Employment Continued:

Mango Graphics; Boulder, CO 06/95 - 03/99:

mac tech / graphic designer / production specialist / website developer / webmaster

- Handled the creation and the ad buys for numerous clients in national print syndications.
- Created original design layouts for; catalogs, menus, brochures, manuals, corporate logos, product labels, environmental signage, print advertisements, business cards & promotional items.
- Produced and managed client e-commerce websites
- Responsible for search engine registration and maintenance.
- In charge of large format printer upkeep and maintenance.

Visionquest Films; Louisville, CO 12/94 - 05/95:

computer 3D illustrator / video production

- Created original 3D logos & animations for technical training videos.
- Responsible for the production of digital copy for films and video credits.

Money Mailer of Illinois; Westchester, IL 02/94 - 09/94:

computer illustrator

- Created original design layouts for greeting cards, coupon advertisements, corporate logos & promotional items.
- Accountable for organizing advertisement deadlines and mailing dates.
- Instrumental in the creation, color implementation, and proofing of in-house national line art catalog.

Education:

Bachelor of Arts, 1994

Southern Illinois University, Carbondale, IL

Major: Visual Communication

Design Software:

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effect

Production Software:

Adobe Presenter, Final Cut Pro, Premiere Pro, Sound Board, Word, PowerPoint, Excel, Sound Edit, Captivate, Camtasia

Marketing/Analytics Software:

SEMRush, WebCEO, SEOquake, Google Webmaster Tools, Google Analytics, Google Adwords, Google AdSense

Content Management Systems:

Drupal, Joomla, DotNetNuke, PHPNuke, WordPress and many customized versions of each.

Networking:

Apple Network Server OSX, Window Small Business Server

Memberships:

Design Initiative - Southern Illinois University,

National Art Honor Society - Hinsdale South H.S.