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## OBJECTive

I seek a position that madly combines my creative, technical and leadership skills, whilst still being cool enough to brag about at the next reunion without embellishment.

## community MANAGEMENT

Social Media Manager for *Cyberguys!* 2011-2013. Responsible for writing and managing all Facebook and Twitter correspondence and preparing marketing campaigns optimized for maximum customer engagement.

Shepherded Bike Friday's rabid online community as Internet communications director, 1997-2001. Served as company spokesperson and presenter at cycling events in three states.

Helped produce and run Business Professionals of America (Columbus) annual conference in 2004 involving 5,000 attendees. Entirely responsible for organization's merchandise exhibits.

Founded and chaired Downtown Neighborhood Association in association with City of Eugene, 2001. Produced city-wide newsletter, planned agendas and lead public meetings and town halls.

Communications committee co-chair for Citizens for Public Accountability, 1995, a Eugene watchdog group that successfully put toxics right-to-know on the books..

## PUBLISHING WRITING etc.

Currently serving (since 2013) as projects manager for E-filliate's graphics department (including copywriting) for the production and proofing of packaging, product design, sales collateral, technical resources and social media content. Responsible for project scope determination and task delegation to a team of seven.

Served as Catalog Marketing Manager/Editor for *Cyberguys* catalog 2011-2013. First hired in 2005 as the copywriter, responsibilities grew to include circulation, print budgeting and scheduling, editing and layout. Additional duties included social media content, ppc advertising, public relations and marketing strategizing.

Also was sole copywriter for X-treme Geek catalog, 2005-2009. Awarded "Headline of the Year" by *Multichannel Merchant Magazine*, 2007.

Manager of Significant Stature for *Comic News Weekly* (Eugene), 1998-99 & 2001-03. Provided writing, editing, layout and some shockingly lame drawings. Administered scheduling, circulation, bookkeeping, payroll and vendor supplications.

Managing Editor, *Oregon Cycling Magazine* (Eugene), 1996-97. Wrote monthly column and many features. Planned, scheduled, contracted, edited and prepared all editorial content. Managed distribution and handled all circulation.

Wrote both print and web marketing material for Bike Friday (Eugene), 1997-2001. Built and wrote online technical library of brand-specific bicycle maintenance and repair.

## Creative TECHNOLOGY

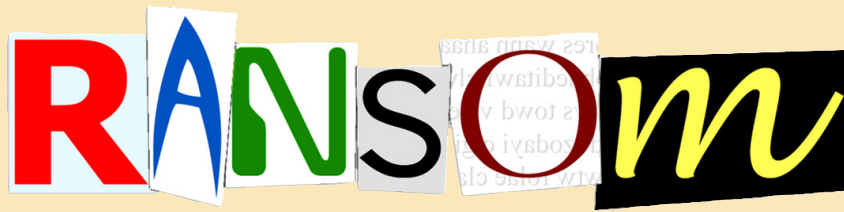
Planned and implemented entire site for Bike Friday, 1997-2001. Coded, tested, launched and maintained many site features, including an accessory store, a custom bike generator, a customer-driven service library and a popular community center.

Designed hundreds of pages, advertisements, invitations and more with Adobe InDesign, Photoshop and Illustrator. Adept with Microsoft Excel, Access and SQL for data management and QuickBooks for bookkeeping.

Designed contact and task management software with easy-to-understand and humorous interfaces for *Comic News Weekly*, 1997-2003. Strove to streamline systems and reduce redundancy.

Bachelor of arts in theater arts (with a minor in computer and information science) 1994, University of Oregon.

IF YOU EVER WANT TO SEE more on this multi-talented and techno-manager-artist, visit [www.steveransom.com](http://www.steveransom.com) for writing and design samples, art pieces, recommendation letters, references, and other sundries.



Boring fact-based chronological blah blah blah follows

April 2013 - present

Projects Manager, Graphics Department  
E-Filliate, Inc., Rancho Cordova, CA  
Wes Sumida & Kyle Gong, Supervisors

October 2011 - July 2013

Catalog Managing Editor/Internet Marketing Manager,  
"Cyberguys!" catalog  
E-Filliate, Inc., Rancho Cordova, CA  
Wes Sumida, Supervisor

February 2005 - October 2011

Copywriter, "Cyberguys!" catalog  
E-Filliate, Inc., Rancho Cordova, CA

February 2005 - October 2009

Copywriter, "X-Treme Geek" catalogs  
E-Filliate, Inc., Rancho Cordova, CA

**Awarded "Best headline" by Multichannel Marketing,  
People's Choice Awards, 2007**

July - November 2004

Regional field director  
Maine House Democratic Campaign Committee  
Bangor, ME  
(207) 622-1912

June - July 2004

Research consultant  
Maine Democratic Party, Augusta, ME  
(207) 622-6233

March - June 2004

Retail and online development manager  
Business Professionals of America, Columbus, OH  
(614) 895-7277

October 2001 - December 2003

General manager and editor  
Comic News, Eugene, OR  
Don Kahle, Publisher  
shh@dksez.com

January 2000 - August 2004

Independent contractor:  
steveransom.com Web application design  
Eugene, OR  
me@steveransom.com

July 1998 - January 2000

Office assistant / systems designer  
Comic News, Eugene, OR  
Don Kahle, Publisher  
shh@dksez.com

June 1997 - August 2001

Director of Internet communications  
Green Gear Cycling (Bike Friday), Eugene, OR  
Alan Scholz, CEO  
(541) 687-0487 alan@bikefriday.com

May 1996 - June 1997

Managing editor, Oregon Cycling Magazine  
The Center for Appropriate Transport, Eugene, OR  
Jan VanderTuin, Director  
(541) 683-3397 cat@catoregon.org

July 1995 - December 1996

Independent contractor:  
Scan-It! Text Scanning Services  
Eugene, OR

June 1993 - February 1996

Digital services technician  
City Copy, Eugene, OR

June - September 1992

Burger flipper  
Carl's Jr., Eugene, OR  
(541) 343-6135

June - September 1991

Towel folder  
Angus Inn, Eugene, OR

June - September 1990

Graphic designer  
AlphaGraphics, Rancho Cordova, CA

#### Education

Bachelor of arts in theater arts (with a minor in computer and information science) 1994, University of Oregon.