

# Steve Ransom

## Career timeline

1988-1989 Editor-in-chief for high school newspaper in Rancho Cordova, Calif. Graduated with honors and awarded "outstanding senior of the year."

Summer 1990 Graphic designer for AlphaGraphics in Rancho Cordova.

1992-1993 Technical director for student-run theater Pocket Playhouse.

August 1994 Graduated from University of Oregon, major in theater arts and computer science minor.

March 1995 Awarded first place in Northwest Drama Conference for lighting for University Theatre's production of *The Illusion*.

1993-1996 Digital services technician at City Copy in Eugene, Ore.

1996-1997 Ran statewide monthly *Oregon Cycling Magazine* in Eugene, circ. 14,500.

1997-2001 Director Internet Communications for Green Gear Cycling (Bike Friday) in Eugene.

1998-1999 and 2001-2003 General manager for *Comic News Weekly* in Eugene, circ. 35,000.

January 2000-present Contract Web application design (steveansom.com)

January 2004 Regional field director for Dean for America, Ft. Dodge, Iowa.

March-May 2004 Retail and online development director for Business Professionals of America in Columbus, Ohio.

June-November 2004 Regional field director for Maine House Democratic Campaign Committee in Bangor.

*Full employment history and references available at steveansom.com.*

## Computing

Twenty-one years general microcomputer experience. Foci on Windows and Mac OS, Microsoft Office suite, desktop publishing, accounting, Web design and Web-database application scripting with Macromedia ColdFusion.

Began steveansom.com in 2000 for independent Web application design, mixing strong visual design with dynamic database interactivity. Clients include Democracy for Ohio (Columbus, Ohio), Ever Clever, Inc. (Eugene, Ore.), and OmniMatrix Staff Resources (Memphis, Tenn.). Specialized in building back-door administrator pages for clients to maintain sites easily. Sites still up include something2eat.com and democracyforohio.com.

Served over four years as Director of Internet Communications for Green Gear Cycling (Bike Friday), continuously re-engineering their Web sites with significant customer input. Added on-line sales and customer service center to bikefriday.com. Oversaw e-mail correspondence and trained sales and service staff in communications.

## Communications

As general manager for *Comic News Weekly* in Eugene, I helped swing the company into profitability in six months through innovative application streamlining, improved inter-office communications and thorough bookkeeping practices. Strengthened advertising sales through careful call-back tracking and success analysis.

Served one year as managing editor for *Oregon Cycling Weekly*. Directed all aspects of production and financials and did all editing, layout and accounting. Increased revenue by expanding distribution, managing sales, overhauling design and recruiting writers. Researched and wrote many articles along with a monthly column.

Eighteen years experience in publishing, writing, editing, and graphic design. Emphasis on targeting and public relations: using appropriate technology to discover and produce the right message. Software skills include Adobe PageMaker, Illustrator and Photoshop.

At Green Gear Cycling, helped sales by providing customer base with the online tools needed to be effective product advocates. Wrote and edited copy for both print and Web sales materials.

## Creative technology

Combining technical know-how with an eye for design, I've designed lighting for nearly two dozen theatrical productions. Received first place in regional drama conference for lighting a production of Tony Kushner's *The Illusion* in 1995. I've also been involved in stage management, directing, scenery design and painting.

Designed advanced FileMaker applications for *Comic News* staff operations, combining effective documentation storage and task management systems with easy-to-understand and humorous interfaces.

Ran regional field "get out the vote" operations in two political campaigns in 2004, requiring rapid human resource management decisions under serious deadline conditions.

Collaborated with designers and artists for three years as a digital services technician at City Copy, working to deliver the best output results with pre-press color laser systems.

Facilitated engaging software training for co-workers at Green Gear, *Comic News*, BPA and more.