

Radcliffe Goddard Résumé

415.431.0618

rkg4life@mac.com

OVERVIEW

Extensive administrative skills and experience • Project planning and management • Professional work ethic • Attention to deadlines and details • Internet promotions, marketing and outreach • Nonprofit experience and focus • Graphic design for new media • eCRM fluency and experience • HTML email and newsletter design and coding • Front end website development, design and updating • Standards-compliant CSS/HTML/XHTML authoring and editing • Sitemap and wireframe development

EXPERIENCE

CALIFORNIA NEWSREEL, San Francisco, CA 2007 - 2008

Internet Promotions Consultant

Provided groundwork and analysis to strengthen online identity, enhance website functionality and integrate effective Internet marketing strategies with traditional efforts for a nonprofit distributor of social justice documentaries and independent films.

- Developed project plan for internet promotions and website enhancements including email marketing outreach, the addition of dynamic web content and website traffic analysis
- Conveyed value of engaging constituents and clients by incorporating film clips of new documentary releases
- Strategized methods to communicate more effectively with customers and constituents through regular, directed and targeted online communications
- Generated code-compliant HTML email Newsletters and Ad Hoc email broadcasts reflecting a consistent look and feel that matched the organization's values and identity
- Rationalized disparate list sources and generated new, permission-based lists
- Edited and prepared videos for the web

LULLABY LANE, San Bruno, CA 2007

Independent Contractor, Web Production Artist

Image production using Photoshop to generate and upload hundreds of product images for publication on eCommerce retail site of an established Children's and Baby's Superstore.

- Systematized image production functions resulting in increased image output and created actions for image resizing and other automation
- Created updates of product pages and optimized graphics for eCommerce website including layout with a clean aesthetic and attention to detail

NETSQUARED.ORG., San Francisco, CA 2005 to 2006

Sponsorship Manager

Managed new sponsor business development, event planning, print, direct mail, email collateral content for first-run NetSquared technology forum launched by the nation's largest nonprofit technology provider, TechSoup.org.

- Prospected for new business by following industry trends and events
- Conducted telephone and in-person sales outreach to corporate clients
- Developed custom sales presentations and exhibit/sponsorship benefits
- Landed first new corporate sponsor for Web 2.0, social networking event

GROUNDSPRING.ORG., San Francisco, CA 2004 to 2005

Director Sales, Marketing

Managed sales, marketing and customer service/support operations for nonprofit technology application service provider (ASP).

- Executed successful sales and marketing plan including forecasts, policies and budgets
- Grew revenues by 125% exceeding 2005 plan goals for largest nonprofit ASP
- Managed five sales, marketing and customer support staff
- Spearheaded website redesign to reflect a stronger marketing focus and enhanced visuals

VIVIDATA, INC., Emeryville, CA, 2002 to 2004

Account Executive

Managed sales of optical character recognition (OCR) and image processing application programming interface (API) software for developing large applications, embedded systems and OEM products for use in Fortune 1000 engineering concerns.

- Negotiated resale agreements and responded to government bids, RFP's and contracts
- Product managed launch of more powerful OCR and image processing API
- Concurrently spearheaded complete website redesign (content to launch)

SITEROCK CORPORATION (defunct), Emeryville, CA, 2000 to 2003

Client Services Manager

Developed and implemented new business development initiatives and client relationship management (CRM) systems to secure and retain key accounts in Bay Area Fortune 1000 companies for application service provider (ASP) and consulting services start-up providing IT infrastructure and performance monitoring solutions.

- Secured sales meetings which resulted in 90% of all new business closed in Q1 of 2001
- Created detailed client needs assessment processes for management, engineering and sales
- Invited by CTO and company co-Founder to join strategic planning task force

POWIS, INC., Berkeley, CA, 1991 to 1999

Director, Major Account Sales

Recruited as first sales hire, developed and executed strategic sales and marketing plan effecting rapid revenue growth from \$0.5 million to \$15 million in 3 years for start-up manufacturer of automated finishing systems for the on-demand document processing industry.

- Increased value-added-reseller channel from seven exclusive dealers to 36 dealers in 2 years
- Developed, implemented and delivered on the first major account plan and program
- Negotiated and won multi-million-dollar, preferred-vendor major account contracts with Staples, Inc. and Fedex/Kinko's, Inc.
- Won lucrative contract to place finishing systems in every Office Depot, Inc.
- Negotiated first original equipment manufacturer (OEM), private-label agreement with Océ International
- Established foundation for international distribution with entities in Australia, England, Germany and Switzerland

EDUCATION

University of California, Santa Cruz, California

Completed course requirements for Bachelor of Arts in Biology

Distinguished Service Award, Minority Student Biological Sciences Mentoring Program

PROFICENCIES

Microsoft Office Suite, Salesforce.com, Filemaker Pro

Fluency with Adobe CS3 Extended (Photoshop, Illustrator, InDesign, Dreamweaver, Flash) and Final Cut Pro

Command of semantic XHTML, the DOM, CSS and social networking tools

MAC and PC platforms

©2008 RGoddard.com -- Confidential -- Posting elsewhere is prohibited.