

Justin Jeffries

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Address

4019 Winchester Rd

Louisville, KY 40207

Expertise

Team & Project Management, Search Engine & Internet Marketing, Interface Design & Architecture, Email Marketing, Strategic Planning, Ecommerce Business Development

Recent Work Summary

August 2004 - Present

DRE, Inc. Louisville, KY

www.dremed.com . www.orsupply.com . www.dreveterinary.com

Company Information: DRE is a worldwide supplier of new and professionally refurbished medical equipment. DRE focuses on surgeons and operating room environments and does business in over 70 countries.

Key Roles: Marketing Director (9 employees), Website Designer, Email Marketing, Search Engine Marketing, Pay Per Click Management, Ecommerce Consultant

Noteworthy: I have played a vital role in DRE achieving significant sales and revenue growth from 2004 to the present through a combination of website improvements, search engine marketing, email marketing campaigns, and direct mail. The result has been dramatic increases in website visitors, sales calls, and sales email leads. Since 2004 DRE has doubled in employees and revenue. 2007 is on pace to be another banner year.

Jan. 2001 - May 2004

Digital Business Solutions Inc. Louisville, KY

www.resultsbydesign.com . www.dbswebsite.com

Company Information: Digital Business Solutions provides website design, programming, hosting, maintenance, and marketing services and has large and small clients from a variety of industries.

Key Roles: 50% Owner, Operations / Project Manager, Website Interface Designer, Webmaster, Search Engine Marketing Specialist, Ecommerce Consultant, Sales & Marketing, Accounting, Purchasing, HR, Customer Support, Client Management

Noteworthy: Transitioned from a one person operation serving 1 website client to a successful and continuing business operation with over 60 clients, 4 full time employees, 2 part time employees. Played a significant role in the design, development, and success of over 60 customer websites. Most are current and live on the Internet. (Sold Business to Partner in 2004)

Feb. 1998 - Nov. 2000

Global Marketing Concepts Inc / Digicove Louisville, KY

Project Manager: Managed website production team. Worked with customers to insure accurate specifications and overall customer satisfaction. Weekly reports to development group manager. Launched over 50 new website projects.

Editor and Webmaster: Responsible for design, implementation, editing, marketing, copywriting, and planning of KentuckyGolf.com. During my time as webmaster, from February 1998 to November 2000, KentuckyGolf.com increased visitors on an average of 30% per quarter and grew significantly in the amount and variety of content.

Marketing Executive: Prospecting for new website and hosting clients via telephone, email, and regular mailings. Creation and presentation of proposals. Website advertising sales for 4 local Internet portals.

Oct. 1995 - Jan. 1998

Xerox Corporation Louisville, KY

Account Manager: Sell, manage, and support "Document Management Services" outsourcing to existing customers. Accountable for preparation and presentation of sales proposals. Post sale responsibilities included maintaining positive relationships with operations, administration and other Xerox organizations to ensure successful implementation and operational plans.

Key Software Experience

Adobe Creative Suite, Macromedia Dreamweaver, Macromedia Flash, Microsoft Office Suite, Adobe Acrobat, Microsoft Visio, Adobe Illustrator, Internet Explorer, Firefox, Crystal Reports, Blogging / Wordpress, RSS Technologies, A variety of Google Products: (Adwords, Reader, Analytics, Apps for your Domain, More)

Operating Systems

Windows operating environments including 3.1, 95, 98, 2000, NT, XP, Vista. Familiarity with IIS Web Server and Windows 2003 Server. Familiarity with Linux based servers running Apache.

Web Related Programming Code

Hands on experience with website design coding: HTML, CSS (Style Sheets), XML, and Java Script.

Managed implementation of advanced functionality through programmers: ASP 3.0, PHP 4.0, Perl, Python, AJAX, and the related MySQL and MS SQL2000 database structures.

Education

University of Louisville
Bachelor of Science in Business Administration
Management Major, Graduated May 1995
4 Year Golf Team Letterman - Senior MVP

Website

www.justinjeffries.com
Visit my website for a full portfolio. Be sure to click on the "Portfolio" section.