

Justin Jeffries

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Address

4019 Winchester Rd.

Louisville, KY 40207

Specialties

Internet Marketing, Project Management, and Account Management

Recent Work Summary

August 2004 - Present

DRE, Inc. Louisville, KY

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

Key Roles: Marketing Director, Website Designer, Email Marketing, Search Engine Marketing, Ecommerce Consultant

Company Information: DRE is a worldwide supplier of new and professionally refurbished medical equipment. DRE has thousands of customers domestically and in over 70 countries throughout the world.

Noteworthy: Tasked initially with increasing search engine traffic, I helped DRE achieve significant sales and revenue growth from 2004 to the present from dramatic increases in website visitors, sales calls, and sales emails. Since 2004 the company has essentially doubled in size and revenue.

Jan. 2001 - May 2004

Digital Business Solutions Inc. Louisville, KY

www.resultsbydesign.com

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

Company Information: Digital Business Solutions provides website

design, programming, hosting, maintenance, and marketing services and has a variety of long term customers large and small and from a variety of industries.

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.

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, and XP. Familiarity with IIS Web Server and Windows 2003 Server. Familiarity with Linux based servers running Apache.

Web Related Programming Code

Implementation of: HTML, CSS (Style Sheets), XML, and Java Script. Managed implementation through programmers: ASP 3.0, PHP 4.0, and the related MySQL and MS SQL2000 database structures.

Education

University of Louisville

Bachelor of Science in Business Administration
Management Major, Graduated May 1995

Website

www.justinjeffries.com

Visit my website for a full portfolio of my work. Be sure to click on the "Portfolio" section.