

# Jason D. Roberts

jason@pelyon.com

www.pelyon.com

Ph. 415-342-2068

## Skill Summary

Website Design professional specializing in web communications including Email, Social Media, PPC, and SEO. Practiced in Adobe Creative Suite, HTML, CSS and Php as well as CMS platforms Joomla and WordPress. Industry experience: Wine, Computer Hardware, Pro Audio/Video, Telecom, and Entertainment.

## Experience

6/2011-Present Pelyon Studios, San Rafael, CA

### Chief Web Designer and Principle ([www.pelyon.com](http://www.pelyon.com))

Freelance web design shop creating and maintaining business class websites. Services offered include web design, web hosting, SEO, e-commerce, website concept development, and web content creation.

- Achieve client web design objectives using Wordpress, and Joomla CMS design platforms
- Create compelling web content using photography, video, and animation
- Effective at Search Engine Optimization best practices for new and existing websites

2/2012 - 5/2012 XWinery, Napa, CA

### Marketing/Web Intern

Developed set of HTML Email templates for monthly promotional email blasts to company's D2C (direct to consumer) base.

- Designed set of three templates based on XWinery's promotional strategy
- Custom templates featured one, two, and three wines, with emphasis on branding and offer
- Worked with company's CMS, Vin65, to send monthly emails to XWinery's consumer emails
- Extensive use of Photoshop, HTML, and 3rd party Email providers for development and testing

3/2006-1/2009 PC Guardian, San Rafael, CA

### Marketing Manager

Responsible for demand generation programs targeted to Corporate IT Directors and Channel partners.

- Marcom: Produced articles, newsletters, white papers, ads, brochures, and training materials in web and print. Results: Integrated communications for promotions and product launches with dealers and distributors.
- PPC/SEO: Managed Google and Yahoo PPC campaigns and SEO Program. Results: 300% increase in lead volume, top 5 placement in Organic Search results.
- Email: Launched monthly email program targeting customers, prospects and resellers with offers, newsletters, and updates. Results: Established industry thought leadership, sent over 300k Emails annually with higher than industry average open and click thru rates.
- Press Relations: Managed 100 plus press contact list, created compelling press releases for company awards and product releases. Results: feature articles, quotes, and company mentions in targeted publications including RFID Journal, Tech News World, Macworld, PC World, and Processer.com.

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5/2001-2/2005 NetTV/Lumenati , San Rafael, CA

### Marketing Manager

Responsible for marketing digital display and pro audio products to education, corporate, and government markets.

- Marketing: Designed marketing materials and company website, implemented print and email campaigns, managed tradeshow outreach schedule. Results: Significant revenue growth and dramatic improvement in company brand.
- Press relations: Crafted company press releases around product launches and new initiatives. Results: significant trade press coverage, company named to INC. 500 list for 2003.
- Channel: Managed reseller network of 200 companies including MDF relationships with Dell, Apple and others. Results: Increased number of channel partners by 25%, and lowered overall MDF costs by 40%.

1/1999 – 10/2000 ISP Channel/Softnet Systems, San Francisco, CA

### Director, Field Marketing

Responsible for marketing Internet service to consumers in sixty markets with team of ten Field Marketing Managers.

- Strategic Planning/Marcom: Developed marketing plans, marketing collateral and established new processes to achieve customer growth goals. Results: Achieved customer acquisition objectives using consumer events, quarterly promotions, reseller incentives, and partnerships with local retailers.
- Business development: Planned and executed marketing partnerships with suppliers and retailers. Results: Established marketing partnerships with MTV, SkyMall, and Motorola for awareness and lead generation. Planned and launched a retail sales channel with RadioShack and local independent retailers.

10/1990 – 01/1999 Showtime Networks Inc. Los Angeles/San Francisco CA

### Director, Point of Sale, Senior Account Manager

1990-1997: Account responsibility for corporate cable operators and large cable television systems in the western United States. 1997-1999: Directed point-of-sale strategy in cable operator call centers and co-directed local marketing promotion programs for Showtime Event Television pay-per-view boxing and concert events.

## Education/Certifications

### Bachelor of Science, Business Administration, Marketing

California State University, Fresno

2009-2013: College of Marin, Major: Multimedia Studies

College of Marin Certificate of Achievement: Authoring Specialty

Skill Certifications: Web Authoring, Print Design

## Computer/Software Skills

Proficient with Mac and PC, MS Office, Email Marketing programs, Google Analytics, Google AdWords, Adobe Creative Suite, Joomla! and Wordpress CMS, Final Cut Pro X, Adobe After Effects, Adobe Edge