

# David Kelsen

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## Work Experience

### Technology Director

Duncan McIntosh Company, Inc – Fountain Valley, CA

June 2014 to July 2020

I was a one-man IT show for a medium-sized company that published 3 magazines (*Editor & Publisher*, *Sea*, *BoatingWorld*), 2 newspapers (*OC Weekly* and *The Log*) and produced several Southern California boat shows (Fred Hall Shows-Long Beach & Del Mar, Newport Beach Boat Show, Los Angeles Boat Show, San Diego International Boat show and the LA Harbor Boat Show). Almost 60 regular staff including three out-of-state locations.

### IT

- Performed all network domain and server administrative tasks associated with operations for the company.
- Software installation and updates, manage server resources, monitoring, backup, maintenance and repair.
- Ensured connectivity of all equipment within the network and office, office internet, intranet, network sharing.
- Purchase, set up, software installation and updates, maintenance, troubleshooting and repair of all computers and workstations.
- Installed, configured and operated all aspects of a cloud based digital phone system. Administered, operated and maintained DMC's PBX style IP phone system.
- Designed and implemented WiFi mesh system for 24k sq. ft. building.
- Installed front door intercom system.
- Arranged for installation of, and managed key fob entry system.
- Set up, configured and administered Google Workspace, and Office 365 for all staff.
- Set up computers, printers and phone system for temporary Boat Show satellite offices.

### Web

- Built all Publication & Boat Show websites, landing pages, mini-sites, microsites, ecommerce and forms.
- Procured and configured all domains, web hosts and web space.
- Edited, prepared and uploaded all images and video for web specifications.
- Created and implemented all digital ads using Google Ad Manager.
- Migrated large websites from proprietary applications to Wordpress format.
- Implemented and managed SEO strategies.
- Optimized websites for speed and responsiveness.
- Monitored website performance with Google Analytics.

### Email Marketing

- Converted image and PDF files to HTML for the various email campaign platforms, including optimizing the code for maximum deliverability for all device types.
- Managed subscriber and vendor email lists.
- Ran performance reports for management and vendors.
- MailChimp, Sendinblue, Constant Contact, AWeber

## Consultant

FLATHEADenterprises - Huntington Beach, CA  
March 2009 - June 2014

Created and managed websites, SEO and Email Marketing campaigns for small to medium sized businesses:

*Independent Capital Management, Mooers Products Inc., Institute of Cosmetic and Reconstructive Surgery, Life of the Party Online, Michael Vanags Music, Expats in Mexico.*

## IT/Marketing Director

Integrity Futures Group - Irvine  
March 2007 to February 2009

Built all websites, mini-sites, micro-sites and landing pages. Conceived, implemented and managed IFG SEO and marketing campaigns. Produced ad copy and creatives for use in Google AdSense, AdWords and AdManager (formerly, DFP). Wrote and published posts and advertorials for in-house and partner websites and blogs.

## Director of Food and Beverage

Pacific Golf & Country Club - San Clemente, CA  
September 2003 to March 2008

Direct sales and profitability of private golf club, including catering, restaurants, snack bar and tournament sales. Supervised Director of Catering, Executive Chef and line staff in daily operations. Extensive profit/loss experience in standardization of menus and implementation of labor cost controls, document end-of-month, daily and weekly transactions. Develop and implement advertising strategies to increase wedding and tournament exposure. Responsible for interviewing, hiring, training and disciplinary action of all departmental employees.

Introduced and implemented "Service First" training program. Restructured banquet and dining room operations to increase efficiency and increase profitability. Exceeded budgeted profit margins every quarter. Redesigned menus and restaurant operations to better accommodate club members.

## Director of Food and Beverage/Assistant GM

American Golf Corporation and The Jonathan Beach Club -  
April 1997 to September 2003

Managed food and beverage operations for private golf and social clubs in Southern California and Arizona. Responsible for catering, restaurant, bar, snack bar and tournament department budgets, staff hiring, training and firing, inventory and quality control. Special event planning, preparation and execution.

*Dove Canyon CC (Dove Canyon, CA), Ancala CC (Scottsdale, AZ), Sunset CC (Thousand Oaks, CA), The Jonathan Beach Club (Santa Monica, CA), El Camino CC (Vista, CA), Pacific Golf & Country Club (San Clemente, CA).*