

ROBERT SMITH

Co-Owner I

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To operate an all-digital advertising firm in Austin, Texas, the first to produce an online live coverage of a major sporting event, the first first to produce an automotive Web site providing customized prices, and the first to create a rapid-prototyping wireframe development methodology.

EXPERIENCE

Co-Owner I

Novusweb LLC - 2001 - 2020

- Built and sold a profitable niche electronics e-commerce business.
- Built and supported a wide variety of client Web sites.
- Currently providing e-commerce development services and consulting.
- Authored three e-commerce-related books.
- Support e-commerce clients from coast-to-coast, focusing on increasing conversions, product marketing and online e-tailing operations.
- Expected in several leading e-commerce platforms, including Magento, OpenCart, Business Catalyst, BigCommerce and WordPress.
- Hosted, supported and consulted with e-commerce clients in various niches.

Co-Owner

Delta Corporation - 2011 - 2014

- Created and implemented a business model for ground-up company Monitored, tracked, and documented all business expenses and revenues Responsible for.
- Managed restaurant and bar that was open 6 days a week Coordinated and ran catering company that catered events up to 350 people Responsible for the.
- Promotional Work Charitable Events Galas/Balls Parties.
- Duties included Bi-weekly payroll for 6 employees using QuickBooks Preparing bookwork for accountant using QuickBooks Creating policies and.
- Accounts Payable, Receivable, Payroll.
- Customer service; inventory; purchasing.
- Developed and built business from start up to generate projected \$100k+ sales in first year, based on monthly sales trends Established strong .

EDUCATION

- Bachelor's in Radio, Television & Film - (University of Texas at Austin - Austin, TX)

SKILLS

Quickbooks Pro, Microsoft Excel, Microsoft Word, Google Docs, Microsoft Outlook, Microsoft Powerpoint.