

# Garrett C. Vogenbeck

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## CONNECT ONLINE

- Connect with me on LinkedIn at: <http://www.linkedin.com/in/vogenbeck>
- To view examples and case studies of my past web development work, visit the portfolio on my business website at: <http://holisticwebmedia.com/portfolio/>

## EDUCATION

### **Masters of Business Administration**

*Oregon State University, June 2009*

- Recipient of an Oregon Laurels Graduate Scholarship.
- Thesis: Boeing sponsored development of CLS Xchange, a dealer driven exchange for recycled nylon.
  - *CLS Xchange placed First Place in the “Business Viability” category in the 2009 OSU MBA Business Plan Competition and was a finalist in the 2009 Austin Entrepreneurial Challenge.*

### **Bachelors of Science in Computer Science**

*Oregon State University, June 2008*

- Minors in German and business administration.

## TECHNICAL SKILLS

Drupal, WordPress, HTML5, CSS3, PHP, JavaScript, jQuery, MySQL, XML, Active Server Pages (ASP.NET), VB.NET, Google Analytics, Marketo, Eloqua, Photoshop, The GIMP

## EXPERIENCE

### **Founder & Owner, Web Developer / Digital Marketer**

*Holistic Web Media, March 2009 – Present*

- Fully developed and designed numerous custom websites.
- Increased client web traffic through social media marketing (SMM) and search engine optimization (SEO).
- Provided ongoing support, training, and business strategy consultation to businesses in a variety of industries.

### **Demand Generation Architect**

*Lead Lizard, May 2013 – February 2014*

- Developed digital marketing collateral such as reports, emails, webpages, and forms within marketing automation campaigns/programs on platforms such as Marketo, Eloqua, and Pardot.

### **Web Developer**

*Clean Edge, November 2011 – October 2013*

- Managed custom Drupal-based website for a leading clean-tech research and consulting firm.
- Maintained website security, speed, and stability.
- Developed and managed email newsletter marketing campaigns.

### **Web Designer & Developer**

*PARTNER Tool, University of Colorado Denver, November 2009 – Present*

- Developed and maintained a custom website for a prominent social network analysis software tool developed at the University of Colorado Denver’s School of Public Affairs.
- Designed fully custom website theme for the WordPress content management system using the Thesis framework.
- Produced custom website graphics using Photoshop and other mainstream image editing software.
- Developed and managed email newsletter marketing campaigns.
- Expanded the reach and usage of the software tool through extensive online marketing.

**Digital Consultant***NW Oregon Realty Group, May 2011 – April 2014*

- Provided web development and consulting services for a real estate brokerage office.
- Improved client's online visibility through search engine optimization (SEO) and social media marketing (SMM).

**Web Designer & Developer***Avid4 Adventure, January 2011 – May 2013*

- Developed and maintained a website for a Colorado-based adventure travel and outdoor education company.
- Expanded the capabilities of the WordPress content management system through extensive PHP theme development.
- Provided ongoing consultation and support to ensure the security and speed of all website functions.

**Web Developer***Murphy LightWorks, October 2010 – May 2012*

- Developed and maintained several websites for an electrical and lighting design firm.
- Provided extensive training to help client become self-sufficient.

**E-Commerce Web Developer***eDecor.com, August 2010 – March 2012*

- Developed an e-commerce website solution for a Portland-based importer.
- Customized website aesthetics to match client's branding and color schemes.

**Web Developer***Health Policy Solutions, September 2010 – December 2011*

- Developed a news website covering national health policy issues for a project of the Buechner Institute for Governance at the School of Public Affairs at the University of Colorado Denver.
- Implemented email marketing campaign and designed custom newsletter templates.

**Director of Web Marketing***Typethink, February 2010 – November 2010*

- Implemented custom web marketing strategies for Typethink and its clients.
- Developed and improved sales processes of software development services.

**Account Manager***CenterSpace Software, August 2009 – December 2009*

- Managed hundreds of international client accounts and participated in various marketing initiatives.
- Opened a multitude of new client accounts selling enterprise-class numerical component libraries for the .NET platform while maintaining above a 75% maintenance contract renewal rate.
- Created comprehensive sales processes using Salesforce, a customer relationship management (CRM) software tool.

**Apple Support Head Consultant***OSU College of Engineering, March 2005 - June 2009*

- Maintained the file systems and overall integrity of all Apple hardware and software for student computer labs.
- Utilized open-source software tools to develop comprehensive software file systems on over 100 Apple computers.
- Installed and maintained back-end servers and RAID arrays.

**Wireless Help Desk Technician***OSU College of Engineering, June 2007 - September 2008*

- Provided software and hardware support for users of Linux, PC, and Apple computers.
- Provided technical training for College of Engineering students and staff.

**Software Development Intern***Corvallis School District 509J, February 2005 – February 2006*

- Developed web applications using ASP .NET and Transact-SQL stored procedures.
- Managed an expansive SQL database using Microsoft SQL Server.

**Technical Director***The Grassroots Learning Project, February 2005 – March 2006*

- Helped spearhead a project that made OSU one of the first universities to utilize podcasting technology.
- Managed all technical aspects of the project, including web development, audio recording, post-production, podcast feed authoring, marketing, and community outreach.