

Jeffrey Magner

(303) 912-5995 • jeffreymagner@gmail.com • Boulder, Colorado • <http://www.linkedin.com/in/jeffreymagner>

"Jeffrey made growth happen, and continues to command the unique ability to successfully grow an organization..." – Kevin Cochran

SUMMARY: Seasoned tech-savvy business leader & strategist with 20+ years experience leading & growing businesses seeks established company ready to take products or brand to the next level.

EXPERIENCE **2013 - Present SEO Manager & Director of Business Development**

RAMBLIN JACKSON, Boulder, CO

- Led the acquisition process for proprietary technology, process & client-base of Trumpet Local Media.
- Developed new operating processes, systems, methods, goals & standards for client project work.
- Initiated & created subscription products & services generating \$25k monthly recurring revenue.
- Developed niche-industry partnerships, surveys, infographics, and marketing opportunities.
- Refined process for SEO, PM, Accounting & Sales teams while managing multiple SEO & website projects.

2009 - 2013 Founder & CEO

TRUMPET LOCAL MEDIA, Boulder, CO (Acquired by Ramblin Jackson in 2013)

- Designed & Developed Local SEO implementation technology for emerging Local Search industry.
- Expanded client base to over 300 clients nationwide across 60 business categories.
- Produced & implemented successful SEO & SEM campaigns resulting in record performance.
- Presented as a Local SEO expert at industry events in San Francisco, CA and Boulder, CO.
- Consulted on SEO strategy & development for several SaaS website platforms.

2010 - 2013 CEO

SITES FOR LAW FIRMS, Boulder, CO / Oakland, CA

- Led conceptual development & creation of a novel industry-specific CMS platform.
- Participated in \$500k fundraising effort with 20+ angel investors.
- Pioneered template website industry with unique optimized content & built-in SEO features.
- Built customer support, tech support, and professional services departments within the company.
- Achieved significant market penetration and top rankings at launch of service.
- Created long-term strategic partnerships, partner programs, and sales & conversion initiatives.

2007 - 2009 Director of Marketing & Business Development

THERAPYSITES.COM, Boulder, CO

- Managed company infrastructure for monthly subscriber growth from 300 to over 2,500.
- Managed all aspects of web/print/strategic marketing campaigns for start-up SaaS company.
- Managed content, SEO and web design for company launch and strategic growth initiatives.
- Created and grew affiliate partnership program to over 50 industry associations & directories.
- Improved outside & inside sales conversion and online CRO while reducing Churn rate to 2%.

2001 - 2007 Publisher & Director of Marketing

NOVO WELLNESS, Asheville, NC / Boulder, CO

- Project Manager for development and publication of books and related articles and retail displays.
- Directed nationwide product launch via distributors, media, and trade shows.
- Managed website design, development, newsletter, content & SEO for multiple websites.
- Managed content and databases for online programs at biggestloserclub.com and frenchwomendontgetfat.com.

1999 - 2001 Product Manager

MORE.COM, San Francisco, CA (Acquired by Health Central in 2001)

- Project managed numerous marketing promotions that generated sales greater than \$15 Million.
- Authored and developed product estimates, schedules, specifications and QA documents.
- Facilitated partnerships and optimized product development process with all functional teams.
- Managed a successful daily push schedule through a complete product development cycle and multiple releases.
- Ensured conversion and retention performance of leading eCommerce superstore.
- Managed design, inventory and fulfillment of high-volume eCommerce promotions of major HBA brands.

1988 - 1999 Director of Marketing & Chief Operations Officer

COMMENCEMENT FLOWERS INC. Carlsbad, CA

- Created and pioneered new retail concessions concept of selling floral products at commencement ceremonies.
- Introduced products to national niche market, setting industry standards for sales, quality and customer service.
- Expanded operations to over 300 colleges and universities at 2,500 ceremonies annually.
- Recruited, hired and supervised nationwide staff of 100+ with simultaneous operations in 10+ states.
- Conceived and developed business proposals, advertisements, brochures, and employee manuals.

- Responses to RFPs resulted in unprecedented multi-year contracts at major universities.
- Created partnerships for fundraising events with over 200 student organizations.
- Developed new standards for perishable product preservation, shipping & retail display.
- Became a worldwide leading floral retailer and the top importer of orchid lei's in America.

EDUCATION: **University of Redlands, Redlands, CA**
Bachelor of Science in Business Administration

PROFESSIONAL
AFFILIATIONS: **Sites for Law Firms, Inc.** – Board of Directors, 2010 – Present
Prescientware, Inc. – Board of Directors, 2010 – Present
Inspire Commerce, LLC – Board of Advisors, 2007 – Present
Zen Ventures, Inc. – Board of Advisors, 2009 – Present

MILESTONES: **Founder** – *Earthwise Environmental Group, Inc*, 1998, a non-profit wetlands restoration organization.
Publisher – *The Best Natural Foods on The Market Today*, Huckleberry Mountain Press, 2004
Author – *The Happiness Journal*, Huckleberry Mountain Press, 2005
Music Producer – Producer & production contributor for multiple solo-artists & bands, 2001-2007
Co-Founder – *InspirePay, LLC & Inspire Commerce*, 2007, an online payment portal.

INTERESTS: Mountain climbing, hiking and trail running, music production, holistic health, writing.