

# Dan Oliver

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## OBJECTIVE:

To bring my small business management experience to BendTECH's Community and Operations Management role. Having founded, owned and operated a small service business for 5+ years, I believe I could bring valuable skills and experience in day-to-day management as well as systematic improvements to the user experience across the service lifecycle and to the community as a whole.

## RELEVANT SKILLS & EXPERIENCE:

- Small Business Management - Built a small business from nothing to a profitable Quarter Million dollar a year business
- Excellent written and verbal communicator with very high Emotional Intelligence.
- Relentlessly work to improve customer experience across touchpoints and mediums
- Sales - both business-to-business and business-to-consumer (~70% close ratio)
- Use Xero to manage company financials, including accounts receivable, invoicing, and record-keeping (formerly used Quickbooks)
- Built and manage company website using Wordpress ([www.oliverarborcare.com](http://www.oliverarborcare.com)). Also know some HTML and CSS
- Track website statistics via Google Analytics; Track customer satisfaction through followups and Net Promoter Score surveys
- Manage marketing activities including customer experience improvements to drive Client Lifetime Value/word-of-mouth referrals, SEO, Google AdWords, customer pipeline management, and branding
- Bring an empathetic approach to customer service. Communicate clearly, early and often to avoid client/employee misunderstandings
- Creative and tenacious problem-solver/solution-seeker
- Comfortable with and quick to learn SaaS and many software platforms: Sketch, Photoshop, Zapier, Slack, Asana, Microsoft/Apple/Google Office suites, etc.
- Very detail oriented - manage high expectations and juggle multiple priorities and timelines.
- Always growing - Currently learning everything I can about Customer-Centered Experience Design (CX, UX, Service Design, etc) through books and online classes. Working toward Certified Customer Experience Professional through Customer Experience Professionals Association (CXPA).

**WORK HISTORY:**

2012 -Present	Oliver Arbor Care, Inc. <i>Owner/President, Customer Experience Design, Customer Service, Sales</i>	Bend, OR
2010 - 2012	Ward Tree Care <i>Crew Foreman, Lead Climber, Sales, Customer-facing</i>	Portland, OR
2004 - 2010	Bartlett Tree Service <i>Climber, Sales, Customer-facing</i>	Medford, OR

**EDUCATION:**

Current	Eastern Oregon University - Business - Marketing <i>Working toward Bachelor of Science degree in Business Administration with a Marketing concentration. Part-time/online.</i>	Online
	Cornell University - Customer-Centered Product and Service Design <i>Certificate course - Online</i>	
2017 - 2017	HubSpot Academy - Inbound Marketing Certification <i>Online class/certification in Inbound Marketing</i>	Online
2016-2016	Community Tree Management Institute - Alumni <i>Course series held in various locations in Oregon and Washington training participants in management strategies for community trees.</i>	PNW
2011 - 2012	Portland Community College	Portland, OR
2010 - 2011	Central Oregon Community College	Bend, OR

**ADDITIONAL EXPERIENCE:**

- Served on planning committee for Pacific Northwest region's annual arboriculture conference - taking ownership of coordinating the climbing competition: arranging for use of Drake park, soliciting and organizing volunteers, setting up catering, etc.
- Freelance Copywriting
- Project work - Crime & Partners Marketing Agency creating/researching ad campaign pitch material – Fall 2017
- Photography internship - The Bulletin newspaper in Bend – Spring 2010
- Photo Editor/ Photographer – The Broadside (COCC newspaper) 2010
- Volunteer Crew Leader - Friends of Trees in Portland, OR – 2012
- Volunteer event photographer - Roll35 in Bend – Winter 2010