

# Dan Oliver

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## OBJECTIVE:

To combine my passion for SaaS, my interest in hospitality, and my proven sales skills to help build the Odysys brand. Having grown a business from zero to a profitable quarter million dollars per year, I know how instrumental my CRM was in our growth.

I would love to help grow Odysys while helping contribute meaningfully to the growth and operational excellence of its clients.

## RELEVANT SKILLS & EXPERIENCE:

- Sales - both business-to-business and business-to-consumer (~70% close ratio)
- Small Business Management - Built a small business from nothing to a profitable Quarter Million dollars a year
- Bring an empathetic approach to customer service. Communicate clearly, early and often to avoid client & employee misunderstandings
- Manage marketing activities including customer experience improvements to drive Customer Lifetime Value/word-of-mouth referrals, SEO, Google AdWords and branding
- Growth Master Marketing Certification - GrowthHackers, Google Adwords Search Certification - Google, & Inbound Marketing Certification - Hubspot
- Excellent written and verbal communicator with very high Emotional Intelligence.
- Relentlessly work to improve customer experience across touchpoints and channels
- 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
- Creative and tenacious problem-solver/solution-seeker
- Comfortable with and quick to learn SaaS and other software: Microsoft/Apple/Google Office Suites, Photoshop, Zapier, Slack, Jobber, Wordpress, etc.
- Very detail oriented - manage high expectations and juggle multiple priorities and timelines.

## WORK HISTORY:

2012 -Present	Oliver Arbor Care, Inc. <i>Owner   Sales, Marketing, Customer Service</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 AND CERTIFICATIONS:

Certification: Growth Master (Marketing)- GrowthHackers  
Certification: Google Adwords Search Certification - Google  
Certification: Inbound Marketing Certification - HubSpot Academy

2018	Cornell University - Customer-Centered Product and Service Design	Certificate
2018	Interaction Design Foundation - Human-Computer Interaction (HCI)	Certificate
2016	Community Tree Management Institute - Alumni <i>Course series training participants in stakeholder alignment and management strategies for community trees.</i>	Certificate
Current	Eastern Oregon University - Business - Marketing <i>In progress: Bachelor of Science in Business Admin - Marketing Part-time/online (in my spare time) - Anticipated Completion: 2019</i>	Bachelor's

## ADDITIONAL EXPERIENCE:

- See my customer experience/lessons in business [portfolio here](#)
- Served on planning committee for Pacific Northwest region's annual arboriculture conference - taking ownership of the climbing competition: arranging for use of facilities, 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