

# JAMES OLIVER ELLIS

2557 W. Montrose Avenue, Apt 1B, Chicago, IL 60618  
312.725.0009 :: jamesoellis@gmail.com :: www.saltlab.com

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## WEB STRATEGY, MARKETING AND MANAGEMENT

*I am a geek-turned-manager, a web warrior with an MBA, who lives in the space between ROI and RSS, databases and design. As both a manager and strategist, I see the big picture and the details, using iterative advancements and bold vision to achieve transformational goals: increasing traffic by 500% in three years or increasing engagement by 20% in one year.*

### CORE STRENGTHS INCLUDE:

Strategic Planning	Actionable Web Analytics
Project Management	Social Networking/Emergent Web Technology
Web Marketing and Promotion	Vendor Relationship Management
Brand Development and Repositioning	Presentations and Training
Developing and Applying Brand Archetypes	Information and Workflow Design

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## SKILLS

### Professional & Managerial

Google Analytics, MS Project & Office, WebTrends, dotProject, Basecamp, Scrum/XP and Waterfall project management methodologies, professional speaker and writer, budgeting, strategic planning

### Social Media Communication & Marketing

Using Facebook, LinkedIn, Twitter, Google AdWords, et al to quantitatively increase engagement and sales

### Technical & Design

Fluent in current web design technologies (XML, XHTML and CSS) with more than 8 years experience in Photoshop and Dreamweaver and experience working with common web database technologies

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## PROFESSIONAL EXPERIENCE

**Wisconsin Alumni Association** :: Madison, WI (uwalumni.com)

### Web Director

October 2006 to Present

Turned an auxiliary campus player into a leader in electronic marketing communications

Conceptualized and managed web/social networking strategy for increasing traffic and engagement, creating more than 40,000 new connections in one year for less than \$1,000

Increased raw traffic by 164%, visit times by 570% and decreased bounce rate by 46% in 12 months through a combination of increased content, targeted marketing and other incremental changes based on findings from analytical tools like Google Analytics and 4Q/iPerceptions

Launched web ad project to enhance ad sales for off-line publications and increase revenue by \$25,000

Managed annual budget of more than \$200,000, negotiating a 31% decrease in project cost and 10% decrease in hourly rate from vendor with faster response times

Recruited staff and supervised more than 180 people working on web-related projects

Set agenda for organization-wide Strategy Team and initiated campus-wide new media program

Streamlined workflow processes and implemented knowledge management tools to increase operational effectiveness, giving staff faster access to more information at a lowered cost

Managed Annual Retreat twice, fostering communication and team-building across the organization

**Wisconsin Historical Society** :: Madison, WI ([wisconsinhistory.org](http://wisconsinhistory.org))

**Web Site Producer**

January 2003 to October 2006

Designed and implemented strategy that increased traffic by more than 500% over three years through complete WHS web redesign, integrated with brand repositioning project

Initiated and managed e-commerce solution for WHS

Introduced and expanded blogging as internet tool (MovableType), as well as designed first content syndication project in the state using RSS (1,000 extra visits/day)

**Wisconsin Department of Transportation** :: Madison, WI ([dot.state.wi.us](http://dot.state.wi.us))

**IS Systems Development Services Senior**

June 2001 to January 2003

Managed and designed WisDOT Corporate University and intranet

Advised on development of WisDOT internet redesign (1,500 pages) and trained authors

**Egarden.com, Inc.** :: Raleigh, NC ([egarden.com](http://egarden.com), now defunct)

**Web Site Designer**

August 2000 to February 2001

Consulted on and developed internet e-commerce and content management strategy

Initiated Vendor Demo Pages project to bring in more clients

**Dancik International** :: Raleigh, NC ([dancik.com](http://dancik.com))

**PolyMedia Developer**

October 1998 to July 2000

Created and administered dynamic intranet/extranet using Lotus Notes back-end

Produced, installed and maintained web presence

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## EDUCATION

### Academic

University of Phoenix. MBA

University of Texas at Austin. BA in Political Sci with minors in Studio Art and Communication

### Professional

Gilbane CMS Conference 2008, Boston, MA ([gilbaneboston.com](http://gilbaneboston.com)) :: *Presented*

CASE V Conference 2008, Chicago, IL ([casefive.org](http://casefive.org)) :: *Presented*

Web 2.0 Expo 2008, NYC ([web2expo.com/webexny2008](http://web2expo.com/webexny2008))

Brandworks University 2008, Madison, WI ([brandworksuniversity.com](http://brandworksuniversity.com))

An Event Apart, Chicago 2007 ([aneventapart.com/events/chicago07/](http://aneventapart.com/events/chicago07/))

Edward Tufte Seminar, Madison 2005 ([edwardtufte.com/tufte/courses](http://edwardtufte.com/tufte/courses))

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## HONORS AND PUBLICATIONS

Wrote *The New Rule of Engagement: Actionable & Effective Web 2.0 Strategy for Non-Profits* (Saltlab Press, 2009) and co-wrote *Content Management Systems: Tools of the Trade* (GlassHaus, 2002)

Silver Award for Best New Alumni Program from CASE V in 2008, Webby Award 2004 from the Wisconsin Library Association for "Best" and "Coolest" website, won Lyman Draper Award from Wisconsin Historical Society in 2004 and 3 DBM Administrator's Awards at WisDOT

Regularly teach classes to UW faculty and staff on Twitter, Google Analytics and social media strategy and guest lectured at UW-Madison – February 2004, March 2005, November 2006 and October 2009