

# Mark Roberts

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## An E-Commerce Merchandising, Marketing and Fulfillment Professional

Web and Technology Savvy, Motivated with Project Management Experience

### Professional Experience

- **E-Commerce Specialist** (2010 - Present)  
*SailingProShop.com - Online & retail marine outfitters, specializing in performance sailing and foul weather gear.*
  - Plan business growth and development with company President
  - Manage webstore:
    - Content creation and maintenance (including products and promotions)
    - Increased sales capacity 200% through upgrade of order management system
    - Lead the development and maintenance of web features
  - Manage customer service and order fulfillment process (including development of procedures and training)
  - Coordinate online marketing:
    - Develop promotional campaigns and special offers
    - Manage product data feeds to online marketplaces and comparison sites
    - Develop and manage online ads and Adword campaigns resulting in ROI of 4.5:1 in 2011
    - Coordinate, review and edit graphics and ad design
- **Co-Founder and Digital Projects Manager** (2008 - 2010)  
*Conversant Creative, Inc. - Design and digital media consulting firm.*
  - Managed business operations, client relationships and vendor communications & relationships
  - Managed projects and deliverables in a variety of digital design mediums (including graphic, web and video)
  - Web design and development, involving FTP, HTML, CSS, and PHP programming
- **Engineer, Assistant Project Manager** (2006 - 2008)  
*Arcadis US Inc. - International provider of consultancy, design, & engineering for infrastructure, environment & buildings.*
  - Managed multiple industrial-scale projects simultaneously
    - Planned and completed detailed and strategic projects within client requirements
    - Managed sub-contractors, peer engineers and client reps during project implementation
    - Coordinated sub-contractors, client reps and upper management for planning and review
  - Coordinated project proposals involving multiple sub-contractors and upper management
- **Web Content Technologist** (2005 - 2006)  
*GlobalSpec.com - A search engine and information resource for the engineering, industrial and technical communities.*
  - Organized and classified specifications for engineering and manufacturing products
  - Effectively handled highly detail oriented organizational tasks requiring accuracy and efficiency
- **Permit and Planning Office Intern** (2005 - 2006)  
*Stratton Resort, Intrawest - A world leader in the development and management of experiential destination resorts.*
  - Researched, analyzed and reported for planning and feasibility studies for environmental initiatives
- **Sales Associate** (1998 - 2005)  
*High Mountain Sports - Action and adventure sports retailer, specializing in equipment for skiing, snowboarding and biking.*
  - Sold, tuned and repaired ski, snowboard, and bike equipment
  - Assisted planning for product assortment/purchasing

### Computer Skills - Mac and PC Proficient

- Web development: CMS setup and management, FTP clients, HTML, CSS, and basic PHP programming
- Adobe Creative Suite: Illustrator, Photoshop, Dreamweaver, Flash
- Microsoft Office: Outlook, Excel, Word, Project, PowerPoint

### Education - Rensselaer Polytechnic Institute

- Dean's List, Dual Bachelors: Mechanical Engineering, and Science & Technology Studies
- Product Design & Innovation Program: studied the design process from concept through prototyping & testing
- Notable Projects: leading role in planning university-scale facility for converting cooking oil waste into bio-diesel

### Personal Interests

Snowboarding, travel, web projects/technology.