

# Robert Weston Sansom

19 Langley Road • Arlington, MA 02474 • (978) 420-4644 • rwsansom@gmail.com • rwsansom.com

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## SUMMARY OF WHAT I DO

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- ◆ 12 years of experience directing creative and technical teams to consistently exceed and surpass customer expectations under tight deadlines by solving online challenges, and balancing the demands of internal stakeholders and new customer growth.
- ◆ Set and drive core-capabilities and objectives for global web presence, functionality, design, experience, and natural search.
- ◆ Plan and execute branded marketing strategies to support sales, automation, team efficiency, and resource utilization.
- ◆ Build and nurture relationships with product vendors, design agencies, SEO consultants, and implementation specialists.
- ◆ Design, develop, and deliver large-scale web sites, interfaces, CMS frameworks, and interactive projects.
- ◆ Analyze online metrics, behaviors and trends, and implement optimization recommendations to drive measurable results.

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## EXPERIENCE

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### BT CONFERENCING

A B2B provider of audio, web, and video telecom collaboration services to Fortune 1000 and SME clients.

#### Director of Creative Strategy and Development

Oct. 2011 – present

- ◆ Direct the strategy and growth of the global Creative team and its role within the organization.
- ◆ Oversee the development of the brand communication platform including branding, global campaigns, new products, promotional ideas, multimedia execution, and customer experience.
- ◆ Manage ten globally dispersed people including the Creative Director, Traffic Manager, web developers, & UI designers.
- ◆ Craft the direction for the public website, online brand and social media presence, and external-facing marketing collateral.
- ◆ Research and manage Google AdWords account.
- ◆ Manage an annual Creative budget of \$205,000 USD.

#### Senior Web Marketing Solutions Manager

Jan. 2006 – Sept. 2011

- ◆ Collaborated with Creative and Technical to deliver an automated self-service portal adding \$110K cost-savings per month.
- ◆ Defined SEO strategies to maximize online sales leads. 30% increased web traffic, \$600K new revenue over 9 months.
- ◆ Lead the implementation of Alfresco CMS resulting in an increased efficiency and resource utilization equal to one FTE.
- ◆ Managed relationships with third party vendors for CMS implementation, SEO, design, usability, and staffing needs.
- ◆ Managed the content, design, development, and priorities for 200+ branded, multi-language sites and online applications.
- ◆ Lead reviews on requirements, information architecture, taxonomy, design, usability and experience, and QA testing.
- ◆ Implemented Omniture and Google Analytics. Produced monthly and ad hoc reports on online behavior and site performance.
- ◆ Optimized web and email marketing campaigns for consistency and natural search.
- ◆ Reviewed/edited creative content for consistency, accuracy, and translation cost reduction. Saved \$3K in translation costs.
- ◆ Traffic managed 250+ weekly web-related work requests.

#### Web Designer / Developer

Mar. 2004 – Jan. 2006

- ◆ Built and deployed a scalable web framework for launching websites within a 250% faster turnaround.
- ◆ Designed, programmed, and content managed over 160 branded and multi-language client web site portals.
- ◆ Developed and managed a centralized data system for delivering thousands of international dial-in numbers.
- ◆ Developed an interactive system for managing online training modules, schedules, registrations, and ROI reports.

### SKOPE MAGAZINE

A start-up music/entertainment magazine firm publishing “beneath the MTV radar” artist and cultural event reviews.

#### Art Director

Apr. 2001 – Oct. 2004

- ◆ Key contributor to developing the company’s business plan, brand identity, internal processes and production schedules.
- ◆ Designed and programmed skopemagazine.com to be a (pre-MySpace) community website for engaging artists and their fans.
- ◆ Optimized natural search to increase web traffic 120% year-over-year resulting in 500K+ monthly page views.

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## EDUCATION

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- ♦ Suffolk University, MBA Marketing, 2009.
- ♦ UMass Lowell, BA Psychology, 2000; Web media, 2001.
- ♦ Berklee College of Music, Sound Recording & Technology.
- ♦ Mass College of Art, Illustration/Education.

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## SUMMARY OF WHO I AM

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I am: the bassist for the rock band [The Organic Sound Project](#); a banjoist; an adventurous chef; an illustrator; a baseball fanatic; a runner; a PEZ collector; a skier/snowboarder; a mountain biker; a gardener; very curious and always learning; not a good dancer.