

Robert W. Sansom

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WHAT I DO

- ◆ Set strategic-direction and drive core-capabilities for global web presence, functionality, design, and innovation.
 - ◆ Work closely with IT, Marketing, and Operations to deliver solutions with a holistic understanding of customer needs.
 - ◆ Plan and execute content strategies that support branding, communications, social, usability, interactive, and business goals.
 - ◆ Drive cross-functional teams to solve on- and offline challenges, document project plans, and execute implementations.
 - ◆ Build and nurture relationships with product vendors, design agencies, SEO consultants, and implementation specialists.
 - ◆ Analyze online metrics, behaviors, and trends, and implement the results to deliver a content-rich user experience.
 - ◆ Manage, design, develop, and consult on a broad range of corporate large-scale web sites and interactive projects.
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EXPERIENCE

BT CONFERENCING

A provider of audio, web, and video collaboration services to global, multi-national and SME clients including Cisco, Coca-Cola, Intel, Microsoft, Nestlé, Philips, P&G, Sony, State Street, and Xerox.

Senior Web Solutions Manager

Jan. 2006 – present

- ◆ Globally managed the content, design, development, schedule and priorities for external and client-facing websites.
- ◆ Hired, managed, and mentored a global Marketing team of web developers, UI designers, and SEO specialists.
- ◆ Lead the proposal, research, selection, and implementation of Alfresco CMS. On track to reduce BAU maintenance by 30%.
- ◆ Defined domain and SEO strategies. Results since November 2009: 30% increased web traffic, \$300K new revenue.
- ◆ Accountable for 250+ branded client sites, 9 multi-region/language external sites, and numerous online applications.
- ◆ Implemented Omniture and Google web analytics to analyze and report on online behavior and optimized site performance.
- ◆ Marketing's point-person in the delivery of an automated self-service portal adding \$110K cost-savings per month.
- ◆ Traffic managed over 250 weekly web-related work requests.

Web Designer / Developer

Mar. 2004 – Jan. 2006

- ◆ 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 to all users.
- ◆ Built and deployed a scalable web framework for launching websites 250% faster than the previous turnaround time.
- ◆ Developed an interactive system for managing online training modules, schedules, registrations, and ROI reports.

SKOPE MAGAZINE

A start-up music magazine/entertainment company with a focus on publishing “beneath the MTV radar” artist and cultural event reviews, and hosting live music events at music venues throughout the Boston area.

Art Director

Apr. 2001 – Oct. 2004

- ◆ Key contributor to developing the company's business plan, internal processes and production schedules.
 - ◆ Defined, documented, built, and promoted the company's brand identity online and in-print.
 - ◆ Designed and programmed the website to engage artists and their fans through a (pre-MySpace) online social community.
 - ◆ Increased web traffic 120% year-over-year resulting in 500K+ monthly page views.
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EDUCATION

- ◆ Suffolk University, MBA Marketing, 2009.
 - ◆ UMass Lowell, BA Psychology, 2000.
 - ◆ UMass Lowell, Web & Digital-media, 2001.
 - ◆ Berklee College of Music, Sound Recording & Technology.
 - ◆ Mass College of Art, Illustration/Education.
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WHAT THE ABOVE DOESN'T SAY ABOUT ME

I am the bassist for the band “Evey's Late Night Dinner”, have 11+ years as a graphic/web designer/developer/consultant, an Illustrator, an Adventurous cook, a Skier/Snowboarder, a Baseball fanatic, and as much as I think I can... I can't dance.