

# Robert Weston Sansom

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## SUMMARY OF WHAT I DO

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- ◆ Set and drive core-capabilities for global web presence, human experience, functionality, design, and natural search.
- ◆ Direct creative and technical teams to solve online challenges, document project plans, and execute implementations.
- ◆ Plan and execute marketing strategies to support branding, sales leads, communications, social, usability, and interactive.
- ◆ Design, develop, and deliver large-scale web sites, interfaces, CMS frameworks, and interactive projects.
- ◆ Analyze online metrics, behaviors and trends, and provide optimization recommendations to drive measurable results.
- ◆ Build and nurture relationships with product vendors, design agencies, SEO consultants, and implementation specialists.

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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 including Cisco, Coca-Cola, Dell, Intel, JPMC, Microsoft, Nestlé, Philips, P&G, Sony, State Street, and Xerox.

#### Senior Web Marketing Solutions Manager

Jan. 2006 – present

- ◆ Hired, managed, and mentored a global Marketing team of 6 web developers, UI designers, and SEO specialists.
- ◆ Lead the proposal, research, selection, and implementation of Alfresco CMS saving an annual cost equal to one FT employee.
- ◆ Managed the content, development, and priorities for 200+ branded, multi-language sites, and online applications.
- ◆ Collaborated with Creative and Technical to deliver an automated self-service portal adding \$110K cost-savings per month.
- ◆ Managed the relationships with third party vendors for CMS implementation, SEO, design, usability, and staffing needs.
- ◆ Lead reviews on requirements, information architecture, taxonomy, design, usability and experience, and testing.
- ◆ Defined SEO strategies to maximize online sales leads. 30% increased web traffic, \$600K new revenue over 9 months.
- ◆ 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.
- ◆ 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 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, built, documented, and promoted the company’s brand identity on- and off-line
- ◆ Designed and programmed the website to engage artists and their fans through a (pre-MySpace) online social community.
- ◆ 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.
- ◆ UMass Lowell, Web & Digital-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 play the banjo; am the bassist for the rock band “The Organic Sound Project”; an artist; an adventurous chef; a tequila snob; a baseball fanatic; a PEZ collector; a skier/snowboarder; a mountain biker; and as much as I think I can... I can’t dance.