# EDWIN P. OLSON

719-684-5167                6003 Hollyknoll Place NW, Huntsville, AL 35806                mail@eddieolson.com

## QUALIFICATIONS

**Internet Administration • Strategic Development • Marketing Support • Department Leadership**

***35 years of creative leadership, including 22 years experience in electronic and traditional media development.***
Skill set includes budget and resource management, Internet marketing strategies, and a wide technical expertise in web development and industry trends, such as responsive web technologies, e-commerce, analytics, and social media concepts. Small-business entrepreneur since 1980 and owner of design studio from 1993-2007.

## PROFESSIONAL EXPERIENCE

| | |
|---|---|
| **DIRECTOR, INTERNET DEVELOPMENT** | 2010 - 2014 |
| **MANAGER, INTERNET COMMUNICATIONS** | 2009 - 2010 |
| **NETWORK COORDINATOR, INTERNET COMMUNICATIONS** | 2007 - 2009 |

USA HOCKEY, INC., Colorado Springs, Colorado

- Supported and served member base of approximately 650,000 players, parents, coaches, and officials via web platform that exceeded 22 million page views and 5.6 million users from 06/2013 to 06/2014.
- Maintained a department budget averaging $610,000 annually (2010 to 2014).
- Reduced department expenditures by approximately 40% over 4 years (2010 to 2014).
- Provided strategic guidance and technical support for launch and transition of new web platform containing event management, learning, and content management modules (2010, 2012).
- Functioned as logistical interface between organization and external platform development team.
- Oversaw desktop support and provided platform training for affiliate webmasters.
- Developed and managed new web platform capabilities and oversaw strategic deployment.
- Supported national staff as needed with various web-development skills to support organizational goals.
- Troubleshot web platform problems and worked with developers to achieve solutions.

**OWNER / BUSINESS MANAGER**
EDDIE OLSON DESIGN & GRAPHICS, Colorado Springs, Colorado                                    1993 – 2007

Built diverse portfolio and company's reputation for accuracy and on-time delivery, returning a yearly profit and completing a wide range of projects requiring expertise in website design and implementation, strategic marketing initiatives, digital and traditional print layout and production, and computer illustration. (www.eddieolson.com)

**Major Clients:**

*INTERNET DIRECTOR • PUBLICATIONS MANAGER • MARKETING SUPPORT SPECIALIST*
ACCESS RESEARCH NETWORK, Colorado Springs, Colorado (1993-2007)

**Project Management**
- Coordinated 200+ print and video products, consistently increasing company product portfolio.
- Directed all print/web-based marketing and advertising material, including books, CDs, magazines, newsletters, brochures, reports, Internet, and direct mail.
- Contributed regularly to marketing strategies, product implementation, and product design.

**Web Development and Management**
- Oversaw www.arn.org, conducting all phases of web management, design and publishing, site layout, HTML creation, digital reproduction, and e-commerce solutions.
- Designed and developed original art concepts, technically and aesthetically tailored to specific projects.
- Designed and implemented website from inception to 1500+ pages, incorporating developed and adapted production art from scans, illustrations, original designs, digital files, and photo reproductions.

*GRAPHICS SUPPORT SPECIALIST*
WELKIN SCIENCES, INC., Colorado Springs, Colorado (2003-2007)

### Project and Internet Management
- Supported daily and long-term graphical and documentary goals for million-dollar defense contracts and projects, including execution of all phases of documentation, Internet development, and project support.
- Interpreted graphics needs of engineers, compiling rough ideas and sketches into finished documentation.
- Developed and maintained timelines based on government contract specifications and staff needs.
- Prioritized workload according to management priorities, considering shifting deadlines and urgent needs.

### General Technical Contributions
- Researched and implemented computer backup system, maintaining backup library and documentation.
- Provided networking support for project engineers.

## Previous Employment Highlights

*PROJECT MANAGER*
GRAPHICS WEST, Colorado Springs, Colorado                                                                                                                      1994 – 1995

### Project Management
- Directed publishing workflow for individual book titles, adhering to schedules, ensuring accuracy, solving problems, and communicating with authors, editors, publishing house, and production group (the client).
- Managed 3-5 concurrent book projects at various production stages with each project 6-10 months long.
- Coordinated projects among graphics and layout staff, authors, and copy editors.
- Analyzed project workflow, adjusting timelines, resources, and procedures to streamline production.

*PUBLICATIONS MANAGER • GRAPHICS ARTIST*
ANDREW WOMMACK MINISTRIES, Colorado Springs, Colorado                                                                                1992 – 1994

### Department Management and Production
- Directed print and publications department, developing marketing material and project schedules; handled print contracts and supported company-wide projects and initiatives.
- Conducted weekly editorial meetings, monthly constituent mailings, development of product packaging and marketing support material for 4 to 6 audio teaching products per year, quarterly issues of 12- to 16-page company magazine, and monthly installments of a subscription-based teaching Bible.
- Supervised graphic, editorial, and photographic production staff, utilizing freelance personnel, as required.
- Designed and created print materials, including books, brochures, ads, magazines, product packaging, direct mail, and a hard-bound study Bible. Maintained product catalogs and informational material.

## TECHNICAL PORTFOLIO

**Web Development.** Well-versed in all major web development tools, including Adobe software suite, content management systems, and responsive web technologies. Coding expertise extends to HTML and PHP/MSQL development, SEO, ecommerce, and web analytics.

**Print and Graphics.** Extensive background in print production, utilizing tools such as Adobe In-Design, Photoshop, and software illustration suites. Past experience extends to traditional film and CMYK processes.

**Base Technologies.** Experienced with all major computing platforms since approximately 1991, most notably Macintosh and Windows platforms, as well as basic networking and wireless communications.

## EDUCATION

***Bachelor of Arts in English***
Colorado College, Colorado Springs, Colorado, 1991