

BOB

Robert G. Style
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Skills

- Design information for electronic media delivery and optimal user experience.
- Integrate online communication tools into an organization's communication plans.
- Manage project budgets, resources and timelines.
- Develop content strategies designed to achieve organizational objectives.
- Work with content authors to improve the presentation of material on web platforms.
- Integrate social media (Twitter, YouTube, Facebook, etc.) into web operations and teach internal stakeholders to use these tools to identify and engage audiences.
- Program in HTML, XML, CSS, JavaScript, and other web-based coding languages.
- Implement and operate web content management systems (Episerver, Ektron, Teamsite, Drupal, Stellent, WordPress and others).
- Convert video to web-ready formats and segment clips for effective online delivery.
- Track web activity and report trends to stakeholders.
- Write and edit copy for marketing tools, email, web content, and online distribution.
- Work with a wide-variety of software tools, including LeanKit, Dreamweaver, JIRA, Web Contribute, WordPress, Fireworks, Adobe Creative Suite (Photoshop, Illustrator, InDesign), BBEdit, Google Search Appliance, Flash, Quicktime, Acrobat, Google Analytics, Web Trends Log Analyzer, and the Microsoft Office Suite.

Professional Experience

Freelance Web Design/Copywriting

2020 - Present

St. Paul

- Designed, built, and/or maintained websites for a variety of clients.
- Wrote and edited copy for print and online use for clients.

Contract Producer/Web Designer and Content Specialist

2019 - 2020

Polaris/Valere Consulting

Plymouth

- Maintained copy, graphics and taxonomy on Polaris' web platform as part of their content delivery team.
- Managed the transfer of content from existing websites of boat companies recently acquired by Polaris onto the corporate web platform.
- Wrote, edited and collected assets for stories about how police and fire departments use Polaris off-road vehicles in their work.

Freelance Web Design/Copywriting

2018 - 2019

St. Paul

- Designed, built, and/or maintained websites for a variety of clients.

Services Operations Analyst **2016 - 2018**

Geek Squad

Richfield

- Worked with business operations leaders to maintain the IT systems that support their efforts.

Content Specialist **2014 - 2016**

Geek Squad

Richfield

- Collaborated with leadership and product owners to design, create and publish content on geeksquad.com intended to reinforce service delivery and add value to the Geek Squad brand.
- Worked with IT teams and business managers to maintain in-home service systems functionality.
- Designed and managed the Geek Squad blogging and social media presence.

Contract Web Designer **2011 - 2014**

Geek Squad / Star Collaborative

Richfield

- Designed, created and managed content on geeksquad.com under the direction of site manager.
- Developed blogging strategy and edited posts as member of Geek Squad blog team.
- Maintained onsite search functionality using Google Search Appliance.
- Tracked site activity using Google Analytics.
- Managed efforts to design content and functionality on scheduling and renewal platforms.

Freelance Web Design/Copy Writing **2010 - 2011**

St. Paul

- Designed, built, and/or maintained websites for a variety of clients.
- Worked with Hanley Wood Marketing as a contract web content manager and writer on the fedex.com website.

Web Producer **2010**

Twin Cities Public Television

St. Paul

- Designed and managed subsections of tpt.org website in support of the station's *Almanac* and *Almanac: At the Capitol* public affairs shows.
- Worked with public affairs producers and reporters to develop a social media presence for the shows.
- Added video content to tpt's YouTube channel in support of social outreach projects done by the station's Minnesota Channel.

For links to websites I have designed and built, to see writing samples, and learn more about my professional experience, visit my portfolio website at <http://www.robertgstyle.com>

Education

Bachelor of Arts **1981**

University of Minnesota

Minneapolis

Major in Political Science, Minor in Philosophy.