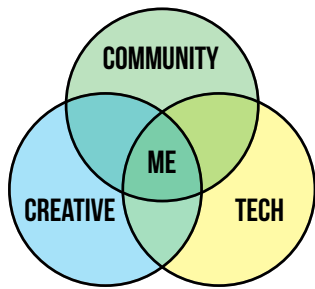


# STEVE RANSOM

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## ZEN VENN



## RECENT DECADE

### CREATIVE PROJECTS SCRUMMASTER

E-filiate (Sacramento area), July 2013 – Present

Currently serving remotely as projects manager for E-filiate's creative services, which designs packaging, retail displays, sales collateral and tradeshow exhibits. Duties include coordinating and assisting six designers and a copywriter, project scheduling and management, and print design. Additional responsibilities include copywriting and editing, print production, cpc advertising, marketing strategizing and legal liaisons. Implemented Scrum methodologies to enhance team cohesion and project completion rate.

### MANAGING EDITOR

E-filiate, October 2011 – July 2013

Managing editor and circulation manager for E-filiate's *Cyberguys* and *Mobile Life* catalogs: over two million catalogs a year. I planned print publication, crafted marketing plans, directed circulation, and coordinated the design and sourcing teams. I also managed proofreading, online content, social media and analytics. Every catalog delivered on time.

### COPYWRITER

E-filiate, February 2005 – July 2013

Created print and web copy for thousands of products in *Cyberguys* (computer parts) and *X-treme Geek* (techy toys) catalogs. Conducted extensive research and interviews for technical accuracy. Sold the fun products with humor and creativity. Awarded "Headline of the Year" by *Multichannel Merchant Magazine* (2007) and labeled "a hysterical genius" by at least one actual customer.

## HECK YEAH

### CERTIFIED SCRUMMASTER

Achieved May 2017

### HEADLINE OF THE YEAR

*Multichannel Merchant Magazine*, 2007

"Finally, an iPod® Dock that Holds Toilet Paper!"

### "HAPPENING PERSON"

*Eugene Weekly*, 2000

for establishing Downtown Neighborhood Association

## PROCURED SMARTS

Bachelor of Arts, University of Oregon, 1994

Major: Theatre Arts

Minor: Computer & Information Science

## PREVIOUS DECADES

### MANAGER OF PRETTY MUCH RUNNING THE SHOW AROUND HERE

*Comic News Weekly* (Eugene), July 1998 – December 2003

Did gobs of stuff to keep the *Comic News Weekly* running. Provided editing, writing, layout, and a few lame drawings. Administered scheduling, subscriptions, bookkeeping, payroll and vendor supplications. Designed contact and task management software with awesome interfaces. Streamlined systems and reduced spare redundancy.

### DIRECTOR, INTERNET COMMUNICATIONS (AND WEBMASTER)

Bike Friday (Eugene), June 1997 – June 2001

Planned and implemented entire commerce website for Bike Friday. Coded, tested, launched and maintained many site features, including a custom bike generator, a customer-driven service library and a popular community center. Created print and web marketing materials. Corresponded with customers and prospects and generated sales leads.

### MANAGING EDITOR

*Oregon Cycling Magazine*, May 1996 – July 1997

Managed the statewide periodical's production, including research, writing, editing, photography, illustration, layout, circulation, distribution, payroll, A/P and A/R. Supervised and instructed youth contributors. Spearheaded fund-raising drive. Assisted other projects in the 501(c)3 nonprofit with bookkeeping and data management.

## SKILL PILE

