



# Oscar Myre IV

< marketing geek />

✉ [oscar@omOriginals.com](mailto:oscar@omOriginals.com)

📞 425.336.4404

in [linkedin.com/in/oscarmyre4](https://www.linkedin.com/in/oscarmyre4)

## SKILLS

- User Experience
- User Interface Design
- Web & Graphic Design
- Marketing
- Strategic Planning
- Management
- Collaboration
- People Development
- Process Development
- Adobe Creative Suite
- HTML 5 & CSS3
- Bootstrap & Sass
- PHP & Ruby on Rails
- Agile Project Management
- Google Analytics
- Search Engine Optimization
- Image & Mobile Optimization
- WordPress Dev & Trainer
- eMail & Social Marketing

## EDUCATION

### Certified Scrum Master

Scrum Alliance  
2016

### Digital Analytics

Google Analytics Academy  
2015

### User Experience Certification

Udemy  
2014

### BA Graphic Design Production

Western Washington University  
1997

## OBJECTIVE

Creative marketing leader with more than 10 years of experience, planning, designing, coding, testing and maintaining websites. I'm seeking a challenging position with an innovative organization where I can create digital magic and elevate user experience to the next level.

## EXPERIENCE

### Lead Web Developer **RAM Mounts**

2015-2017

Lead Web Developer for multi-million dollar eCommerce site (Ruby on Rails with WordPress). Responsible for design and development of the new mobile optimized site and transformed the way customers learn about and purchase products online.

- Developed strategic web marketing plans
- Catalyst for marketing campaigns and first ever promotions
- Improved conversion rate by over 33% and online revenue by 18%
- Created new processes for agile development QA, support, warranty & ticketing
- Partnered with senior level executives to achieve business goals
- Key Contributor on microsites for companies including Uber and HoneyWell
- Collaborated with all departments for iterative improvement
- Created and maintained the front-end standards and oversaw the production of Javascript, HTML, Ruby code, and Bootstrap/CSS (and PHP for the WordPress)
- Certified Scrum Master and Product Owner
- Founding member of Culture Club

### Web Marketer **omOriginals Marketing**

1998-2015

Owned and operated a marketing firm that specialized on digital marketing for a large variety of businesses, non-profits and municipalities in Washington.

- Design & maintenance of websites, SEO, social media and eMail campaigns
- Graphic design and creative direction
- Marketing consultation and implementation
- Google Analytics setup and training and/or management created and managed customer loyalty programs
- Created and managed social media plans
- Training of 100s of webmasters on various CMS platforms
- WordPress training
- Presented web, marketing & social media workshops
- Accused of being refreshingly different ~:-)

### Web Developer & Designer **Valley Bugler Newspaper**

2006-present

Co-published a community newspaper. Currently responsible for website & cover.

- Helped to increase circulation from nearly 9,000 to 13,500 monthly
- Managed local and remote design team
- Developed online presence
- Developed community calendar