

RAY HANSEN

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ONLINE MARKETER & FULL-STACK DEVELOPER

Director / Developer / Innovator

A proven e-commerce expert, creative problem solver, and natural leader. One of the creators of one of the most successful viral marketing campaigns ever, "Will It Blend?" Possessed of a rare understanding of both research/development and marketing/sales, and hence the unique ability to coordinate between both fields. A strong track record of implementing innovative strategies that exponentially increase e-commerce revenue by huge margins and build brands online.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING ENGINEERING • HOMIE • 2015 to Present

As just the 7th employee, helped launch startup real estate disruptor, Homie. Starting out on the engineering team as the Director of Engineering, helped build the Homie platform doing full-stack development. Joined the marketing team as the Director of Marketing Engineering to manage marketing development needs, CRM integration, email, campaign automation, SEO, and conversion rate optimization through A/B testing.

- Helped create a real estate platform, including listing search, tour scheduling, listing management, and offer management for what became Utah's largest listing brokerage.
- Integrated marketing website with Microsoft Dynamics, and created email marketing automations resulting in increased conversions in listings created and tours scheduled.
- Created NPS survey system that is used to track customer satisfaction across all verticals (real estate, loans, title, insurance).

DIRECTOR OF SOFTWARE ENGINEERING • ALUVII, INC. • 2015

Launched product for a startup that provides web based point of sale, customer management, HR/employee management, and marketing campaign management. Managed off-shore development team, product testing, deployment process, front-end development, and R&D of new technologies.

- Spear-headed an innovative system that communicates with "dumb" devices such as cash drawers, receipt printers, and ticket printers over the internet; successfully launched May 2015.
- Oversaw design of a multi-tenant system that corrals customers' online data into only one website, saving time and money.
- Streamlined testing & deployment, cut down hardware & maintenance costs.

VICE-PRESIDENT OF ONLINE MARKETING • TRAEGER PELLET GRILLS • 2010 to 2015

Implemented marketing automation, increased customer retention and engagement, opened new sales channels through email campaigns. Developed custom ecommerce platforms.

- Exponentially increased online sales from less than \$500k when I arrived, to \$1.7m my first year, \$7m second year, and \$17m my third.
- Increased website traffic by 1900% in 3 years, via successful email marketing and SEO campaigns that drove hundreds of thousands of unique visits to the website each month.
- Increased paid search revenue by 1400%, while simultaneously increasing ROI by over 150%.

WEBMASTER • BLENDETEC 2005 to 2007, 2009 to 2010

Designed, developed, and managed all Blendtec web properties, SEO, PPC, social media, and other online marketing initiatives. Developed custom e-commerce platform and Content Management System.

- Instrumental in one of the most successful viral campaigns ever, “Will It Blend?” which increased online sales by over 1000% and established instant brand recognition.
- Increased web sales by over 500% within the first 4 months.
- Increased organic search traffic over 200% by means of an innovative SEO strategy wherein customers uploaded their own recipes to our website.

WEBMASTER • IBFX • 2008 to 2009

Managed web development team and SEO initiatives for foreign currency exchange brokerage.

- Increased web traffic 60% via SEO initiatives.
- Increased trading platform downloads by 30% through A/B testing via Omniture Test & Target.

WEB DEVELOPER • BROOKLINE TECHNOLOGIES • 2004 to 2005

Directed the design, development, and maintenance of the company's corporate website. Responsible for web application portion of software solution for clients in the Direct Sales industry.

- Developed the web application portion of an N-Tier software solution for multiple clients in the Direct Sales industry.
- Developed a time tracking and management system that integrates with existing work order systems, using ASP and MySQL.

WEB DEVELOPER • STRATHFORD GROUP • 2003 to 2004

Programmed multiple e-commerce sites, including the shopping cart, credit card gateway, shipping integration, inventory, mass-billing scripts, and daily maintenance.

- Managed several large E-commerce sites with ASP, VBScript, JavaScript, and SQL Server 2000.

SKILLS

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|-----------------------|---------------------------------|---------------------------|
| • E-Commerce Strategy | • Web Development | • Brand Development |
| • Web Analytics | • HTML / HTML5 | • Marketing Automation |
| • SEO | • JavaScript / jQuery / Angular | • Email Marketing |
| • Social Media | • ASP.NET / C# / MVC | • Retargeting |
| • PPC | • CSS / LESS / SASS | • CMS Website Integration |