

Charles G. Kossuth

1265 Mira Flores Drive, Santa Maria CA 93455 805/264-3170 chuck@kossuth5.com

objective

Serving as an integral part of a dynamic team, drawing on my creativity, skills and knowledge to enhance & continually improve the image, reputation & effectiveness of the organization.

knowledge & attributes

Extremely well-rounded in sales & customer service: face-to-face, on the phone & over email with a strong focus on responding to customer needs, including exceptional post sale recovery efforts. Quickly able to produce materials to support presale/quotation efforts & can effectively craft persuasive copywriting for correspondence, marketing & websites. Highly resourceful in evaluating & improving upon business practices/procedures to increase productivity & efficiency.

Complete understanding of website creation including HTML/CSS/RTML plus Flash, JavaScript/applets utilizing several development platforms, raw code & WYSIWYG editors - specifically geared toward effective information delivery & customer-centric design for instilling consumer confidence. Able to create cohesive site design, file architecture & efficient graphic file sizes with optimal copy for increased search engine popularity. Some experience with ASP, CFML & SQL.

Formally trained in graphic design/file creation in all file formats - over 20 years experience in the printing/multimedia industries. Well-versed in onscreen delivery & all printing processes, as well as their limitations. Can perform press checks & knowledgeable in finishing, bindery & mailing options. Expert in use of Adobe Create Suite & Microsoft Office software.

Highly proficient in product photography/videography (shooting/editing/post-production) to produce efficient image/motion-based collateral for training, sales & promotion, utilizing professional level editing/audio software such as Adobe Premiere Pro CS4. Able to port videos to any delivery medium including DVD/CD, Flash video (web) or broadcast.

Expert understanding of IT support/administration: Windows workstation/server & Mac OS environments - hardware, software & OS maintenance, workstation operations, antivirus/spam protection, Ethernet networking, firewall/VPN setups, VOIP & enterprise data backup strategies.

Passionate in finding new technologies, especially for the Internet and business communications. Eager to modify systems or create new solutions that increase performance, efficiency and reduce costs through the use of technology.

Extremely adaptive and responsive - eager to learn new solutions to technological hurdles - able to maintain focus & guide/motivate team members through all project stages in order to efficiently achieve goals.

Several years experience speaking publically as a presenter & instructor for Internet-related seminars, classes, product training sessions & trade show exhibitions.

accomplishments

Took over fledgling supplies/consumables division to increase sales & web visibility. Achieved 40% sales growth in first 2 years through overhauling customer service (policies, practices & website help), as well as by refining website usability.

Helped to build a local ISP from the ground up. Established exceptional customer service policies, later acknowledged as the fastest growing Internet access provider in Northern Santa Barbara County for 1995-1997.

Performed extensive UI/design makeover & significantly expanded SQL interactivity on large, movie database website for the American Lung Association, Sacramento chapter - using CSS, Flash & Cold Fusion.

Redesigned flagship Reserve wine label for Firestone Vineyard that won numerous technical achievement awards.

Operated Macintosh consulting/repair company, offering comprehensive service, software training & laser printer repair.

education & training

E-Learning Dev Con 2006 DV Expo West 2005 Photoshop World 2004 Search Engine Optimization Courses
Yahoo Store Customization Webinars Covad VOIP Administrator Training Mac Summit/Adobe 96 Conference
Tintype Tech, 1989 Have read countless books on e-commerce best practices/optimization & customer service

Allan Hancock College, 1986-1988 - attended graphic design, graphic communications, photography, fine arts & general education courses. Graduated college prep from Santa Maria High School in 1986 with diploma.

portfolio website

www.kossuth5.com

References & disc-based/printed sample work available upon request.

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Employment History

7/2000 – present

Web Developer/Retail Sales Director/MIS CFS Products, Inc.

Originally brought in to revamp main website targeted at major national accounts (FedEx Kinkos/OfficeMax) and to develop additional unrelated retail websites. Also created a supplies/consumables e-commerce site in Yahoo Store. Photographed & optimized product images, & worked with outside firms for all advertising/internal printed collateral. Created/produced several training videos for delivery via cd-based Flash, Flash web video, intranet CBT & DVD delivery for clients & vendors. In Oct. 2005, took over management of retail supply division sales, quotes, product additions & marketing. Sales were on track for \$540k, asked to bring up over \$600k – achieved \$714k. Exceeded next year's goal of \$1 million & hit \$1.4 million in 2007 (\$200k over goal). Refined customer service policies & streamlined order processing. Most recently, completed a total design facelift. Also installed & maintained all IT/communications in house - including Win2003 Server/XP client network, remote VPN sites, disaster recovery, PBX & VOIP phones.

10/1997 – 7/2000

Creative Director/MIS Firestone Vineyard/Firestone Walker Brewing Co.

After developing Firestone website at previous employer, marketed myself as an in-house solution for designing websites, printed sales support materials, wine/beer labels & packaging. Also designed private labels, bottle etchings & worked with printers for ordering/press checks. Created new, flagship Reserve label that became award-winner for technical difficulty in production. Photographed products/family members/facilities & worked with professional photographers to establish product imagery. Worked closely with marketing manager on all advertising projects. Maintained NT Server/Win 95/98 workstation network with RAS dial in for remote managers. Oversaw installation of high-end POS system for tasting room & PBX phone system conversions.

7/1997- 10/1997

Director, Internet Technologies fastpacket.net, inc.

Responsible for coordination and management of all web projects, from targeting prospects, consulting, writing proposals creation of design comps/storyboards, all development/building and customer training. Strived for aesthetic yet functional user interfaces using raw HTML code, Adobe Photoshop, Microsoft Internet Commerce Server and Internet Database Connector (idc) documents. Consulted with engineers/programmers for SQL, VBScript, Javascript and other extended functionalities. Recorded billable time, submitted totals to accounting and tracked team progress. Occasionally performed service calls/tech support for all Windows platforms. Managed all Macintosh service and software sales. Designed and executed creation of all printed materials for marketing/promotion/training.

9/1995 – 7/1997

Webmaster/Director of Training U-Tech Diversified Services, Inc.

Managed the Creative Development staff and coordinated all internal/external website projects. Daily duties included collaborating with clients and sales staff to tailor websites to the clients' needs. Responsible for final graphics, other visual enhancements and complete maintenance to all websites. Also responsible for submitting all websites to major search engines, developing all internal forms and ISP packaging. Writing instructions, creating and implementing marketing concepts using print media, television, radio, signage and banners (interior and exterior), on-line ads and strategic partnerships. Created proposals, closed sales and formed partnerships with numerous organizations. Created/taught curriculum for staff, custom classes & new subscribers. Maintained operations and supervised staff in manager's absence. Planned and delivered demos and presentations for business groups, Continuing Education University, Air Force Education Committees, and tradeshow - also appeared on radio programs and assisted with all marketing efforts. Basic administration and maintenance on Windows NT User Manager, Netscape Enterprise Server 2.0 and Netscape Livewire Pro site maintenance.

8/1989 – 9/1995

Customer Service Representative Poor Richard's Press, Santa Maria

Job responsibilities included estimating, logging and processing printing/copying orders, answering phones, customer service and balancing computerized cash registers. Performed prepress/pasteup, bindery/finishing operations. Oversaw all specialized outsourcing jobs and pricing. Maintained rental and inhouse Apple Macintosh computers and consulted with customers on print jobs of all types. Purchased paper and supplies, coordinated employee meetings, planned agendas, and supervised store operations in the manager's absence.