

Resume for Lawrence Cramer (aka Larry) | Larry@LawrenceCramer.com | 509.630.3510

"Leveraging current and emerging technologies to make marketing and communications more cost-effective, efficient, & productive."

PROFESSIONAL SUMMARY

I have a rare combination of skill sets that cross the "divide" between technical/analytical and creative. I am a bona-fide, tech geek, while also having a deep understanding of marketing as well as an eye for design. I excel at navigating the rapidly changing landscape of marketing and communications in the digital age. Self-motivated with a strong work ethic, I quickly identify problems, opportunities and execute solutions. I have strong communication skills. I am a proven team builder, leader, and trainer.

Areas of Expertise:

- Digital Marketing, Social Media, and Analytics
- Online direct response and split testing
- Traditional Marketing, print, video, radio, outdoor
- Web Design; CSS, Frameworks, WordPress
- Google Analytics, Google AdWords, Hootsuite
- Brand development, building, and management
- eCommerce application dev and management
- Adobe CC applications (AI,PS,DW, ID, FW, AE)
- Microsoft Office 365 applications
- Video presentations and training
- Public Speaking and Training
- Course author for Lynda.com, a leading online training resource.
- Certified Adobe Solution Provider
- Selected by Adobe as a consultant on UI UX
- Proficiency with Blackbaud Raiser's Edge
- Systems security management

EXPERIENCE

Community Foundation of Tampa Bay | Tampa FL | 2017 to Present Manager of Marketing and Information Services

Managed Foundation web site, blog, and social media and analytics
Managed data lists and created and managed email marketing
Produced multimedia and video presentations for web and events
Directed all IT projects and IT infrastructure
Moved organization from paper based to paperless file management
Implemented eSign workflow for internal and external documents
Mapped and managed organization upgrade to Windows 10 & Office 365
Analyzed, optimized, and updated Raiser's Edge CMS database
Managed move from DonorFirst to FusionLabs GE/Spectrum for grant management

LocalTel Communications | SolelyOn Broadcasting LLC, | Wenatchee WA | 2012 to 2017 Marketing Manager and Digital Media Director

Oversaw and managed marketing planning and budgeting for rapidly growing Regional Telecom
Organized branding and brought all marketing, traditional and digital, "under one roof"
Company grew from 80 to 130 employees during my time there
Grew market share to over an 80% share of the business and over 68% of residential

Application Dynamics Inc | Cartweaver.com Wenatchee WA | 2002 to 2014 CEO, Founder

Web Marketing, Web Design, eCommerce, Custom Web Application Development, Social Media Consulting. Developed, Branded and brought to market Cartweaver.com - a leading eCommerce application for Adobe Dreamweaver users from 2002 to 2009 available in multiple web application development languages and supporting multiple database systems. Used by thousands of developers worldwide. Recorded and produced training videos for users. Note: Although dated they serve as an example of training videos I have done: <https://www.youtube.com/user/CartweaverTV/videos>

EDUCATION & CERTIFICATIONS

Certification for Blackbaud Raiser's Edge | Certified Adobe Solution Provider, master of Adobe CC apps
18 Years Web Development and Marketing Experience | Certified ColdFusion Developer | some of college

Many references available on LinkedIn - scroll down to "Recommendations"

Larry@LawrenceCramer.com | 509.630.3510 | [linkedin.com/in/lawrencecramer](https://www.linkedin.com/in/lawrencecramer) | 12733 Gorda Cir E. Largo FL 33773