

# Travis Cannell

## Objective

Sales professional hoping to increase your bottom line by giving %110 while utilizing my sales and Computer Science background. Hoping to become an essential member of your team.

## Education

### **Bachelor of Science, UCSB**

Computer Science, College of Creative Studies – University of California, Santa Barbara.

**Spring 2005**

### **Minor**

Business, Technology Management Program – University of California, Santa Barbara.

## Skills

**Internet Marketing:** Website design and creation for Wordpress, content creation for web articles, SEO techniques, reporting analytics data, and related software: Adbrite, Azoog, CJ, Google Adwords, Analytics, and Yahoo Search Marketing.

**Sales:** Positions both as an inside and outside sales representative for web sales. Created custom specs for websites and exceeded sales quotas.

## Work History

### **PYRON TECHNOLOGIES, Missoula, MT**

**February 2006 – 2007**

#### Outside Sales Executive

Responsible for \$20,000 per month of gross profit sales. Primary products include custom websites, search engine optimization and pay per click marketing campaigns.

- Exceeded quotas with **over \$260,000** in sales in 3 quarters (Q4 2006 to Q2 2007).
- Created proposals for custom websites that bridged technical considerations with business negotiation.
- Product development and customer acquisition for search engine marketing services.

### **GNOSTIC LABS, Goleta, CA**

**September 2001 – 2004**

#### Vice President

Responsible for all non-technical aspects of creating and maintaining a computer game startup.

- Locating, contacting, and convincing investors in our game using P&L estimation and product marketing material.
- Marketing and public relations for the company and computer game product through the Internet.
- Maintaining and updating the game and company websites.

### **MINDFLASH TECHNOLOGY, INC., Goleta, CA**

**Summer 2002**

#### Sales Intern

- Developed sales leads for online learning software.
- Tailored pitches in tune with company marketing strategies.

### **WYATT TECHNOLOGY, INC., Goleta, CA**

**Summer 2001**

#### Computer Programming Intern

Worked closely with the lead engineer to develop an independent software assignment.

- Designed and developed an MFC user interface for tweaking parameters on molecular measuring hardware.

## Websites

### <http://traviscannell.com>

**March 2002 – Present**

My first website that started in blogger and now runs on Wordpress. It has around 400 pages indexed to date and I update it weekly.

### <http://diabeticvitamins.com>

**March 2005 – Present**

A website I started to highlight research for vitamins and supplements relating to Diabetes and to rank highly for those keywords.

### <http://vitamindcouncil.com>

**March 2003 – Present**

A website I created for a non-profit about Vitamin D. Currently ranks highly for Vitamin D terms.

### **Pimp-ringers.com(not live)**

**March 2004 – 2006**

An affiliate website I started for ring tones as my first foray into Internet Marketing.

References available upon request.