

PORTFOLIO HIGHLIGHTS

Company Juice

Company Juice is a team of web developers, programmers, and social media marketing directors that have released over 100 hyper-local ecommerce, real estate, and retail websites, complete with digital marketing campaign strategies and execution. I have had the privilege of being Director of Marketing at this growing company in Northern California for the last 7 years. My primary role made me responsible for all online and offline marketing initiatives for both the Company and all respective Client campaigns. My secondary roles have included Senior Web Application Developer, Lead Web UI/UX Designer, Email Marketing Manager, and IT Support Guru.

With the powerful advertising platforms of Facebook, Google, Twitter, Instagram, and YouTube, using WordPress as our website framework and Ecommerce platform, I was able to work with over 50 companies to develop and manage over 20 complete digital marketing and lead capture campaigns, with a wide range of marketing budgets.

companyjuice.com



Please enjoy the following examples from my portfolio with Company Juice...

Source: <https://companyjuice.com/portfolio/>

SolarCraft

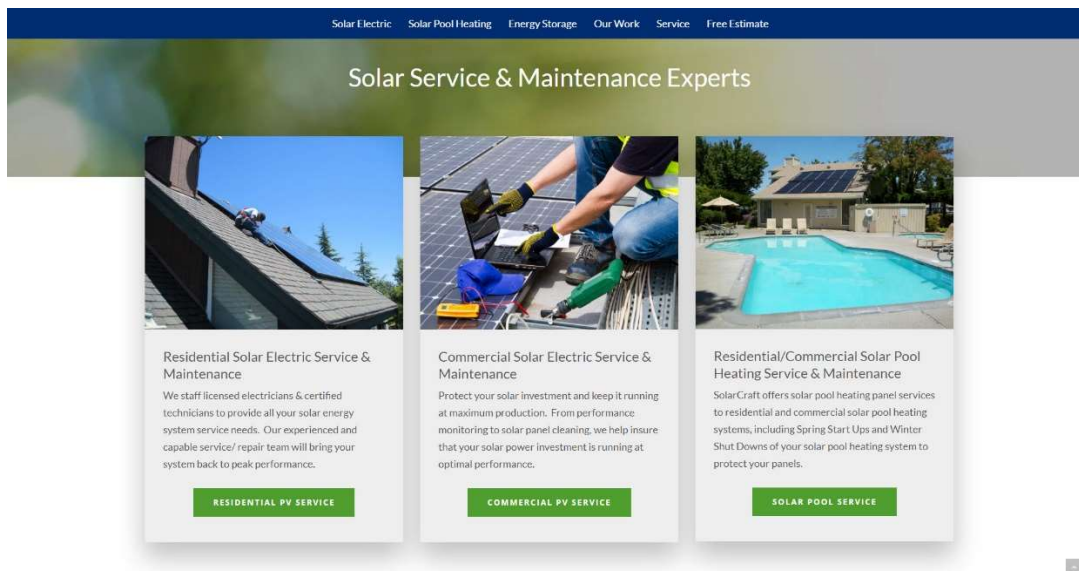
A mighty team effort to restructure and redesign the new website for North Bay's Leading Solar Provider, SolarCraft. It first began with a logo redesign, followed by healthy Facebook & Google marketing campaigns, search engine optimization, and countless design mockups. After 4 months of design and development, as Lead Web Developer on the project, I was delighted to see the release of such a powerful website. This highly thought-out marketing tool is sure to earn and nurture leads for years to come.

solarcraft.com



Solar is Better Energy for Your Home

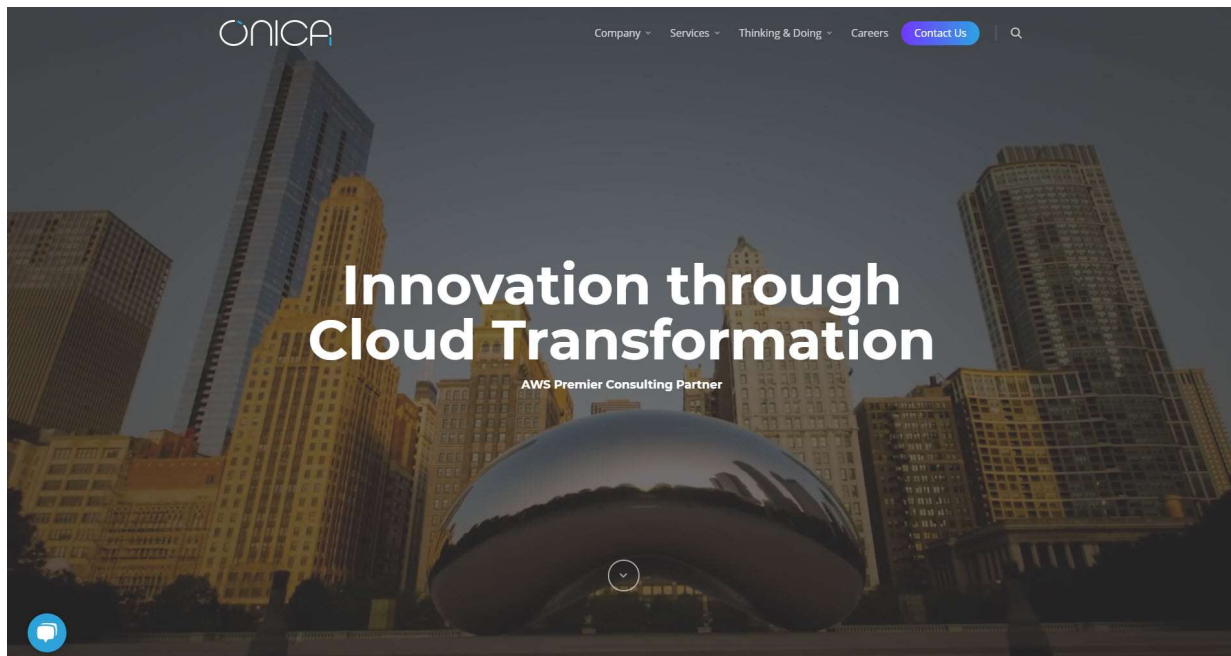
Installing solar photovoltaic panels on your home is one of the best investments you can make – for yourself, for your community and for the planet. Whether you go 100% solar in your home, or just eliminate the most expensive top-tier portion of your bill – the financial and environmental benefits of solar has never been better. Switching to solar energy protects you from rising energy rates, lowers your monthly electricity bill and increases the value of your home (often by more than the cost of installing solar). SolarCraft offers custom solutions with a wide range of products, design/build options and flexible purchasing methods are available to meet your goals; including financing with payments less than you are currently paying your utility!



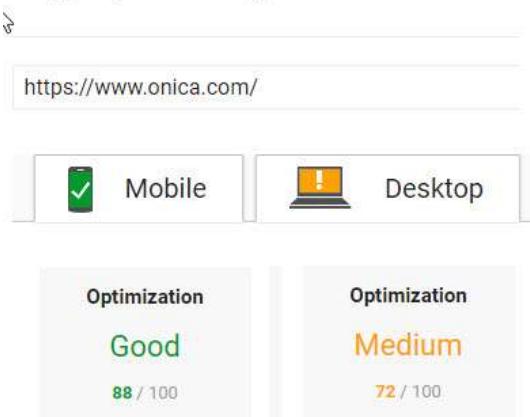
Onica

As the explosive growth of start-ups go, Onica was at its peak productivity last year. As part of a digital marketing team in Novato, California, I was responsible for communicating with the marketing project stakeholders to provide design mockups and live prototypes for the company's website. Onica's site now supports fast video playback on an active homepage, with functional CTA's and navigational paths with analytical help from Hotjar Heat Maps and Google Analytics.

[onica.com](https://www.onica.com)



PageSpeed Insights



Mendocino Film Festival

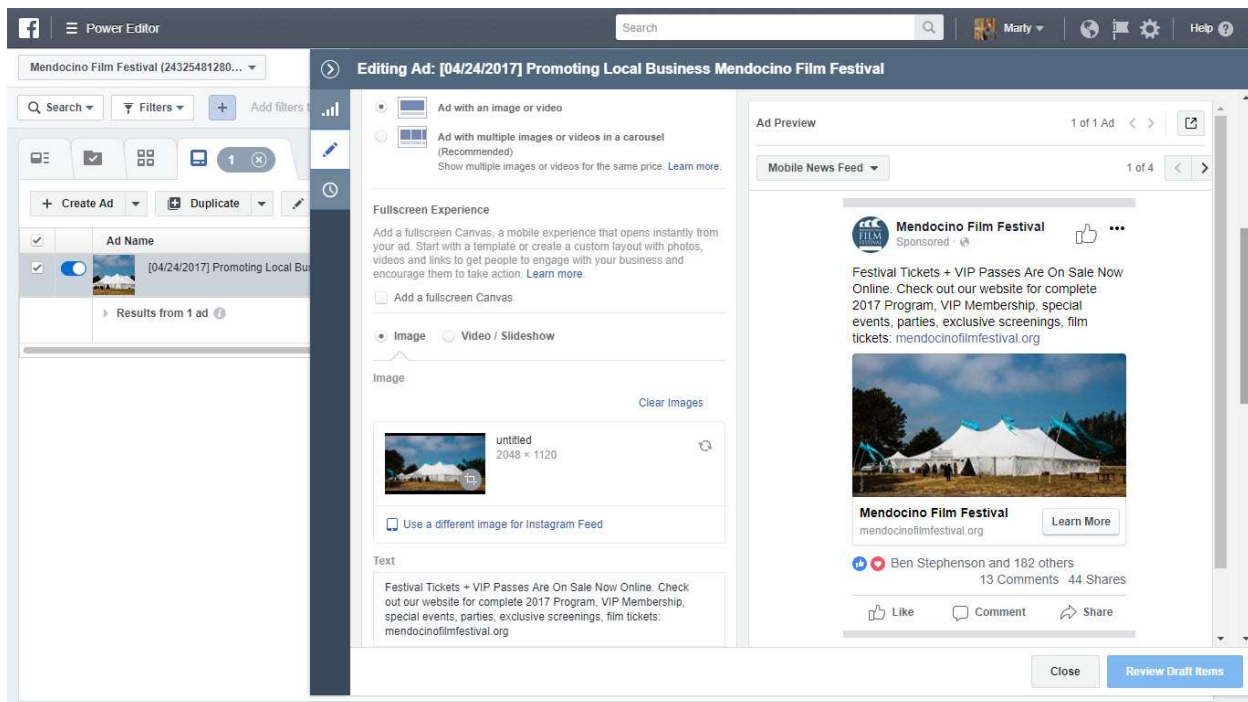
I had the privilege of exclusively representing the 12th Annual Mendocino Film Festival event as social media advertising and digital marketing consultant. With the powerful advertising platforms of Facebook, Google, Twitter, Instagram, and YouTube, using WordPress as our website framework and Ecommerce platform, I was able to acquire a 286% Return on Investment (ROI) for our digital marketing budget, as well as increasing our social media followers by 17% in just four months. This is a highly-targeted marketing demographic, so these positive results are quite substantial for the client.

mendocinofilmfestival.org



We chose to use Facebook Advertising as our primary source for digital marketing. Facebook has proven most effective among online advertisers in the last few years, allowing us to hyper-target our audiences with key demographic data and interests that we choose. Compared to Google AdWords and AdSense, Facebook Ads outperformed by more than 250%. Instagram, being owned and operated by Facebook, provided an additional 5% boost in profitable online marketing.

Please see the following screenshots of our Facebook advertising campaigns...

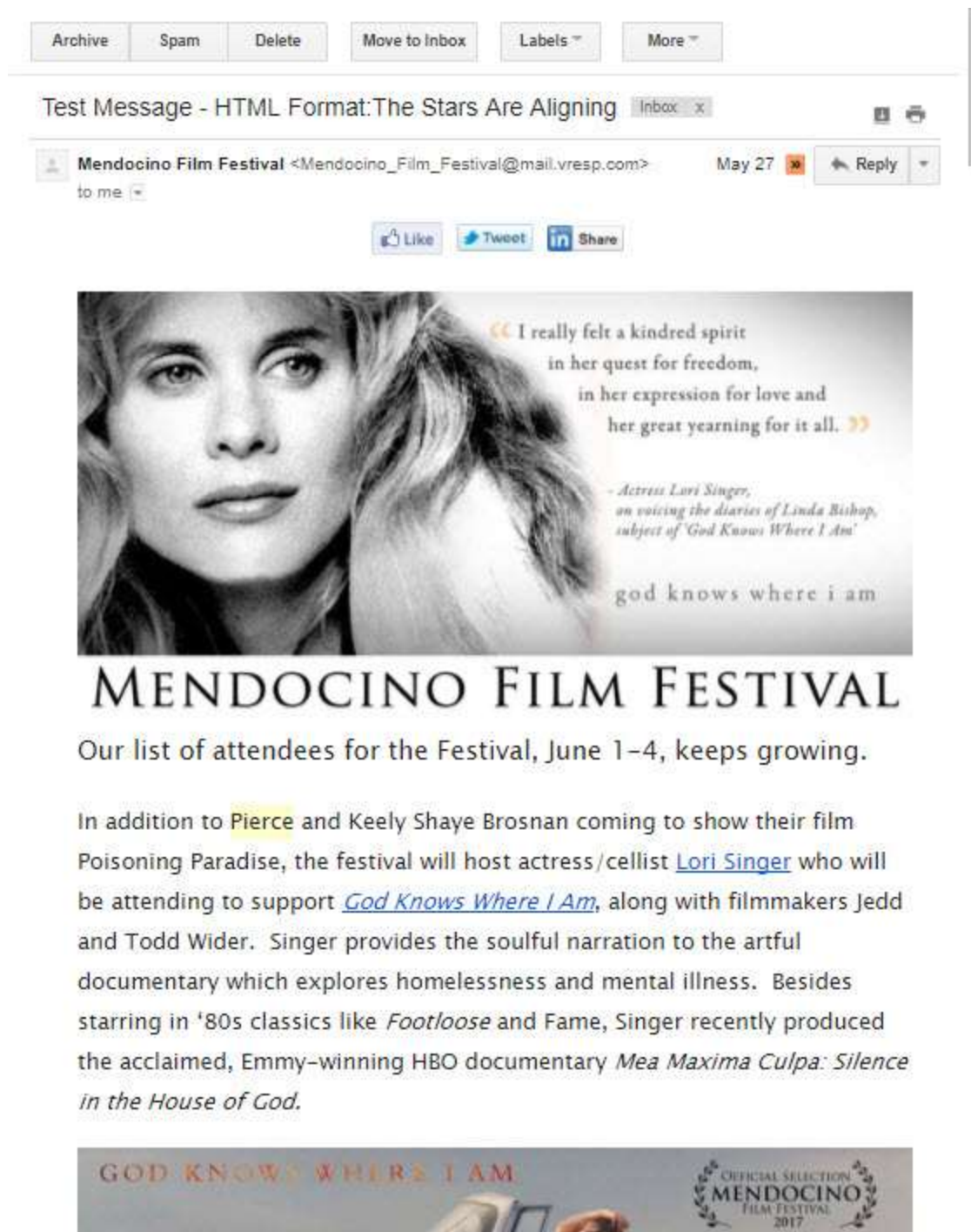


Example: Facebook Advertisement Development

	Campaign Name	Delivery	Results	Reach	Cost pe...	Amount Spent	Web...	Website C...
<input type="checkbox"/>	Post: "Keely Shaye Brosnan (producer) and Pierce Brosnan"	Inactive	Post Engage...	—	—	\$0.00	—	\$0.00
<input type="checkbox"/>	Post: "Enjoy this sneak peek of the 2017 program, edited..."	Completed	4,874 3-Second Vid...	4,456	\$0.02 Per 3-Second...	\$98.82	27	\$1,266.54
<input type="checkbox"/>	[04/24/2017] Promoting Local Business Mendocino Film Festival	Inactive	24,921 Reach	24,921	\$10.69 Per 1,000 Pe...	\$266.51	—	\$0.00
<input type="checkbox"/>	Post: "Breaking News: Dolores Huerta, civil rights..."	Completed	29 Post Engage...	415	\$0.33 Per Post Eng...	\$9.59	4	\$125.40
<input type="checkbox"/>	Post: "TELL THEM WE ARE RISING"	Completed	238 Post Engage...	486	\$0.04 Per Post Eng...	\$9.94	—	\$0.00
<input type="checkbox"/>	MFF 2017 Tickets Push	Completed	128 Purchases	20,758	\$3.49 Per Purchase	\$447.14	128	\$3,189.23
<input type="checkbox"/>	Event: Mendocino Film Festival - 12th Annual	Inactive	178 Link Clicks	17,018	\$1.34 Per Link Click	\$238.00	—	\$0.00
<input type="checkbox"/>	Post: "Quick link to our 2017 Program Schedule of Film..."	Completed	57 Post Engage...	615	\$0.26 Per Post Eng...	\$15.00	12	\$373.11
<input type="checkbox"/>	MFF 2017 Membership Push	Not Delivering Ad Sets Inactive	50 Purchases	5,076	\$8.99 Per Purchase	\$449.74	50	\$2,699.22
Results from 99 campaigns Excludes deleted items			—	145,859 People	—	\$3,961.09 Total Spent	310 Total	\$11,534.12 Total

Example: Facebook Business Manager – Campaign Overview

Example: Email Marketing Newsletter to Mendocino Film Festival List using Vertical Response



Source: <https://companyjuice.com/news/portfolio/mendocino-film-festival/>

Wynn Coastal Planning

Wynn Coastal Planning team works with land owners to navigate Mendocino County's Coastal Zones planning permit process to secure Development Permits. Their team of land use planners, biologists, geologists, and consultants work across numerous office locations and in the field, primarily using Apple, Microsoft, and Google technologies to communicate across their complex network at a fast pace.

I began working with the growing team of Wynn Coastal Planning in Fort Bragg, California in 2015, first in web design and online marketing consulting, eventually involving web application development to sync Dropbox accounts with a private WordPress membership site.

As the company's workforce and client base grew, I started to provide IT Support for the expanding demands. This included advanced Mac and PC networking, GIS business software troubleshooting, and overall IT maintenance. Currently, I maintain a website support contract with this company that focuses on generating new business leads using Facebook marketing and WordPress landing pages.

wcplan.com



Source: <https://companyjuice.com/news/portfolio/wynn-coastal-planning/>

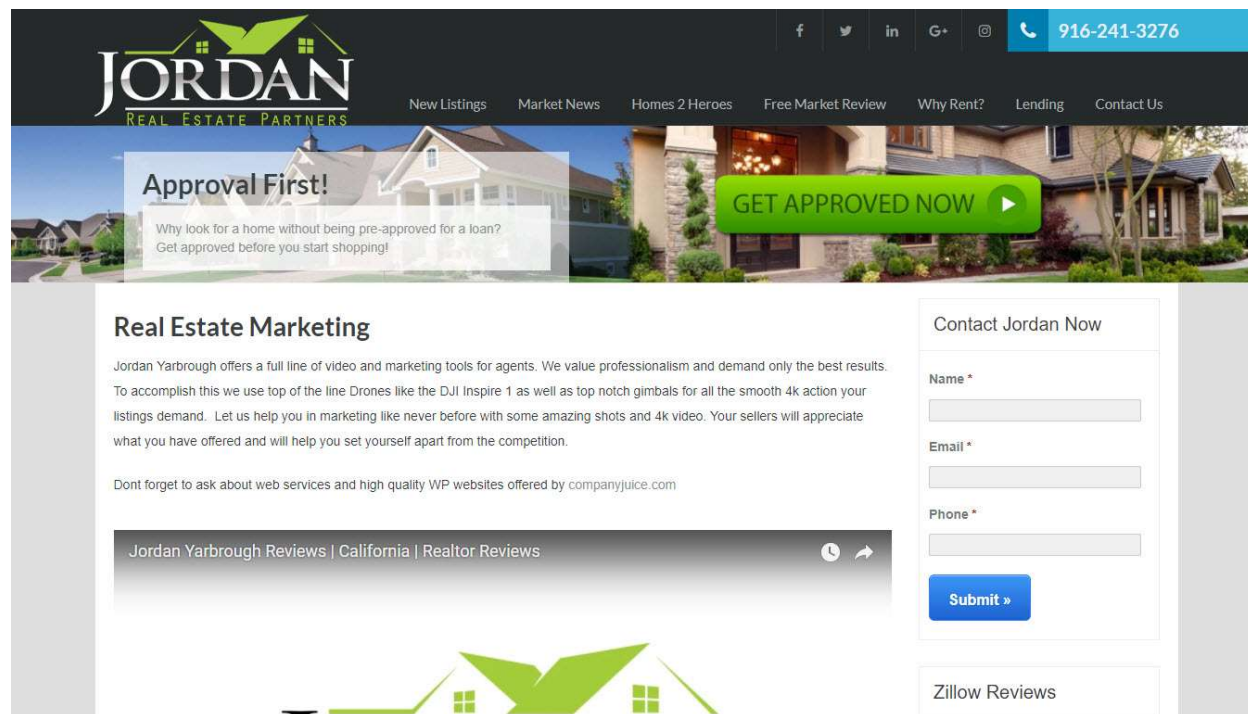
Jordan Real Estate Partners

Jordan Yarbrough is an active expert and multi-licensed Mortgage Broker and Real Estate Broker, with a team of Loan Officers and Real Estate professionals working with him. Jordan Real Estate Partners have been working with the Company Juice team for over 10 years on web projects providing consistent targeted lead generation that convert to real sales with our proven 3-point approach:

1. Develop Unique Landing Pages ("The Capture Pages"),
2. Deliver Social Media Posts ("The Mood Setters"), and
3. Support Broad-Industry Media Syndication ("The Audience").

Working with Jordan RE Partners has proven our successful, long-term business development ethics and ability to consistently execute successful digital marketing campaigns using, Facebook, Instagram, Google, WordPress, and a line-up of Customer Relationship Management (CRM) services for the real estate industry, including MailChimp, Vertical Response, AllClients, Top Producer, Act-On, and more.

jordanrepartners.com



Here are a few digital marketing campaigns and landing pages developed for Jordan RE Partners:

JORDAN YARBROUGH

What Is Your Home Worth?

Name

Email

Phone

Home Address

Submit

FREE Home Valuation Report

Your Market Evaluation Will Include...

✓ An Estimate of Your Home's Current Value...

Example: Landing Page for targeted lead capture

Sacramento Valley Home Sales – Northern California Real Estate Sales and Mortgage



DO YOU KNOW THE REAL VALUE OF YOUR SACRAMENTO VALLEY HOME?

GET YOUR FREE HOME MARKET ANALYSIS REPORT TODAY!

ENTER YOUR HOME ADDRESS

CONTINUE >>

EXAMPLE

Comparative Market Analysis		Current Market Analysis	
			
333 SARANAC CT, SACRAMENTO, CA 95833		333 SARANAC CT, SACRAMENTO, CA 95833	
Listed Price: \$415,000		Listed Price: \$415,000	
Days on Market: 15		Days on Market: 15	
Square Feet: 1,800		Square Feet: 1,800	
Bedrooms: 3		Bedrooms: 3	
Bathrooms: 2		Bathrooms: 2	
Year Built: 1995		Year Built: 1995	
Property Type: Single-Family Home		Property Type: Single-Family Home	
Market Value: \$415,000		Market Value: \$415,000	
Price per Square Foot: \$230.56		Price per Square Foot: \$230.56	
Estimated Monthly Payment: \$2,075.00		Estimated Monthly Payment: \$2,075.00	
Estimated Annual Property Tax: \$4,980.00		Estimated Annual Property Tax: \$4,980.00	
Estimated Annual Insurance: \$1,200.00		Estimated Annual Insurance: \$1,200.00	
Estimated Annual Maintenance: \$1,000.00		Estimated Annual Maintenance: \$1,000.00	
Estimated Annual Utilities: \$1,200.00		Estimated Annual Utilities: \$1,200.00	
Estimated Annual Total: \$8,360.00		Estimated Annual Total: \$8,360.00	

Example: Landing Page for targeted lead capture

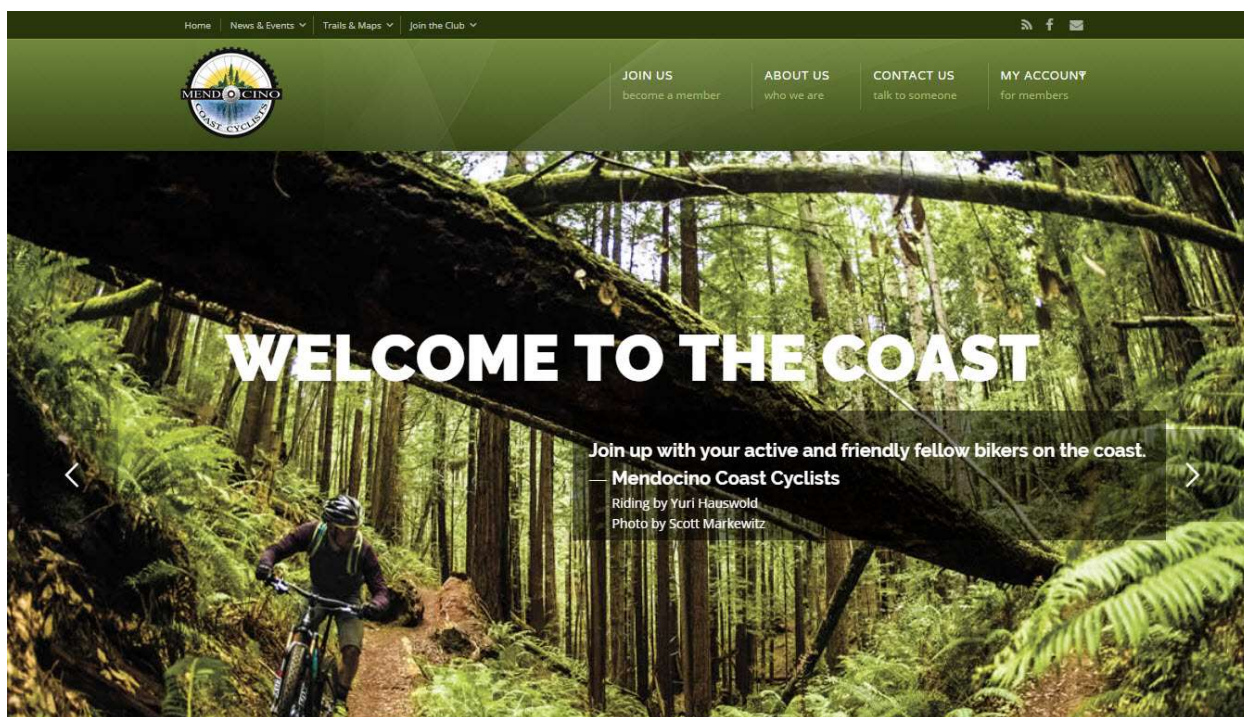
Source: <https://companyjuice.com/news/portfolio/jordan-real-estate-partners/>

Mendocino Coast Cyclists

As Director of Marketing at Company Juice, I am also the Secretary on the Board of Directors for Mendocino Coast Cyclists mountain biking club in Fort Bragg, California. As consultant for MCC bike club, I exclusively provide and promote the website design and online membership platform, complete with Ecommerce recurring membership subscriptions, t-shirt sales, and donation acceptance. I also manage the growing Email Marketing campaigns in order to attract new members and renew existing members.

Using the powerful online advertising platforms of MailChimp, Facebook, Google, Twitter, Instagram, and YouTube, while using WordPress as the website framework and Ecommerce platform, we are able to support 300+ members of this growing recreation community as a 501(c)3 non-profit organization. This continues to be a highly-targeted marketing audience, so our positive results are quite substantial for the organization.

mendocc.org



MailChimp

Your list export is complete.

The export of your list, *Mendocino Coast Cyclists – Club Newsletter*, from the account **companyjuice** was successful. This export was requested by companyjuice via the (IP: 174.62.65.44 - Ft Bragg, Ca Usa)

If you want to delete this list, please download the export first; once the list is deleted, both are gone forever.

[Download List Data](#)

Email Marketing continues to be the most effective and profitable form of targeted digital marketing. I have helped manage the email newsletters and mailing lists for this growing organization. Within the first year, I increased the club's membership by 120%, while integrating real-time communications between members via email. The club also refers to me as Membership Czar, as I provide support for members via email. Email truly is the most powerful digital marketing tool in my skill set.

Home | News & Events | Trails & Maps | Join the Club

MENDOCINO COAST CYCLISTS

JOIN US
become a member

ABOUT US
who we are

CONTACT US
talk to someone

MY ACCOUNT
for members

Individual	Household	Group/Business
\$20 per year	\$30 per year	\$40 per year
Access to Club Email notifications of weekly group rides	Access to Club Email notifications of weekly group rides	Access to Club Email notifications of weekly group rides
Support the construction and maintenance of trails in this amazing coastal forest	Support the construction and maintenance of trails in this amazing coastal forest	Support the construction and maintenance of trails in this amazing coastal forest
Get Discounts at local bike merchants	Get Discounts at local bike merchants	Get Discounts at local bike merchants
For 1 individual rider	For 2+ "family" riders	For 2+ riders in a group or business
JOIN NOW	JOIN NOW	JOIN NOW

Membership Join Page for Mendocino Coast Cyclists

Home | News & Events | Trails & Maps | Join the Club

MENDOCINO COAST CYCLISTS

JOIN US
become a member

ABOUT US
who we are

CONTACT US
talk to someone

MY ACCOUNT
for members

✓ "1-Year Membership > HOUSEHOLD" has been added to your cart. [Continue shopping](#)

Product	Price	Quantity
1-Year Membership > HOUSEHOLD - \$0	\$30.00 / year	1

Coupon code [Apply coupon](#) [Update cart](#)

You may be interested in...

Total \$30.00

Recurring Total \$30.00 / year
First renewal: October 6, 2018

[Proceed to checkout](#)

Recurring Membership Subscription Payments for Mendocino Coast Cyclists Club

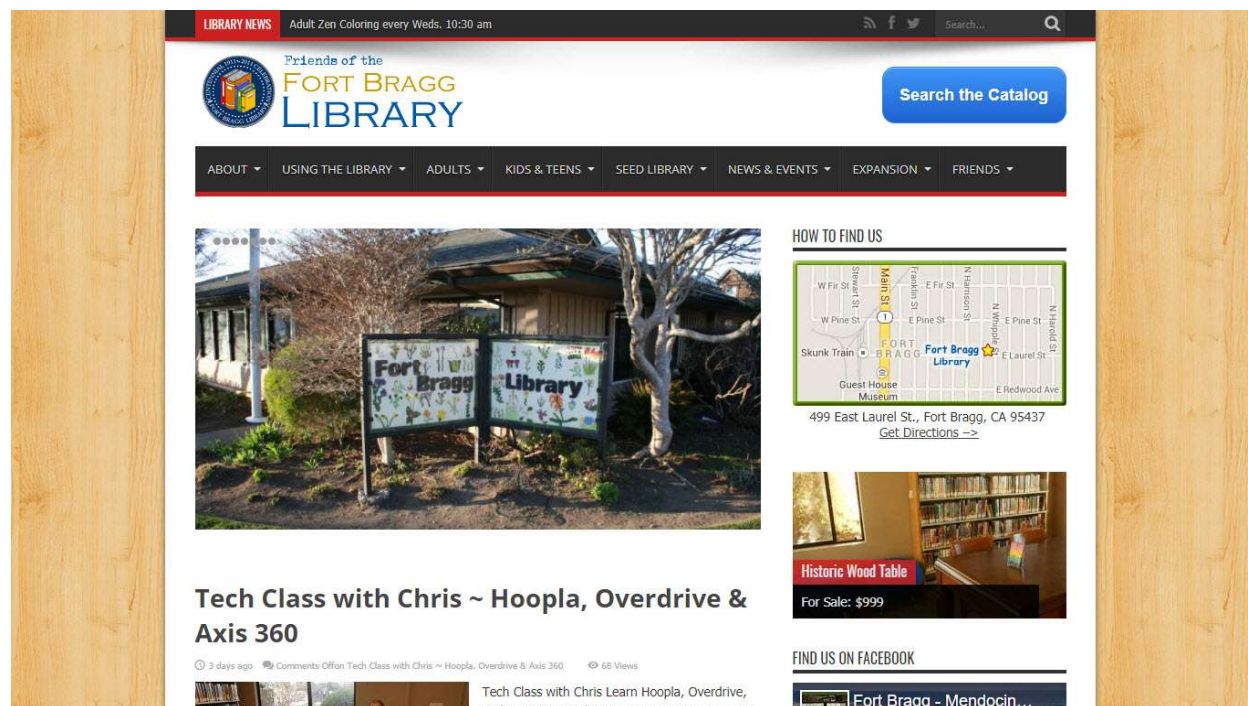
Source: <https://companyjuice.com/news/portfolio/mendocino-coast-cyclists/>

Fort Bragg Library

Fort Bragg Library is a branch of the Mendocino County Library and part of a 3-county consortium, Mendocino, Lake and Sonoma Counties, where we share a free exchange of Library services and materials. Fort Bragg Library is a Public Library funded by Mendocino County tax revenues with supplemental funding provided through the diligent fundraising efforts of the “Friends of the Fort Bragg Library” organization and generous patron donations.

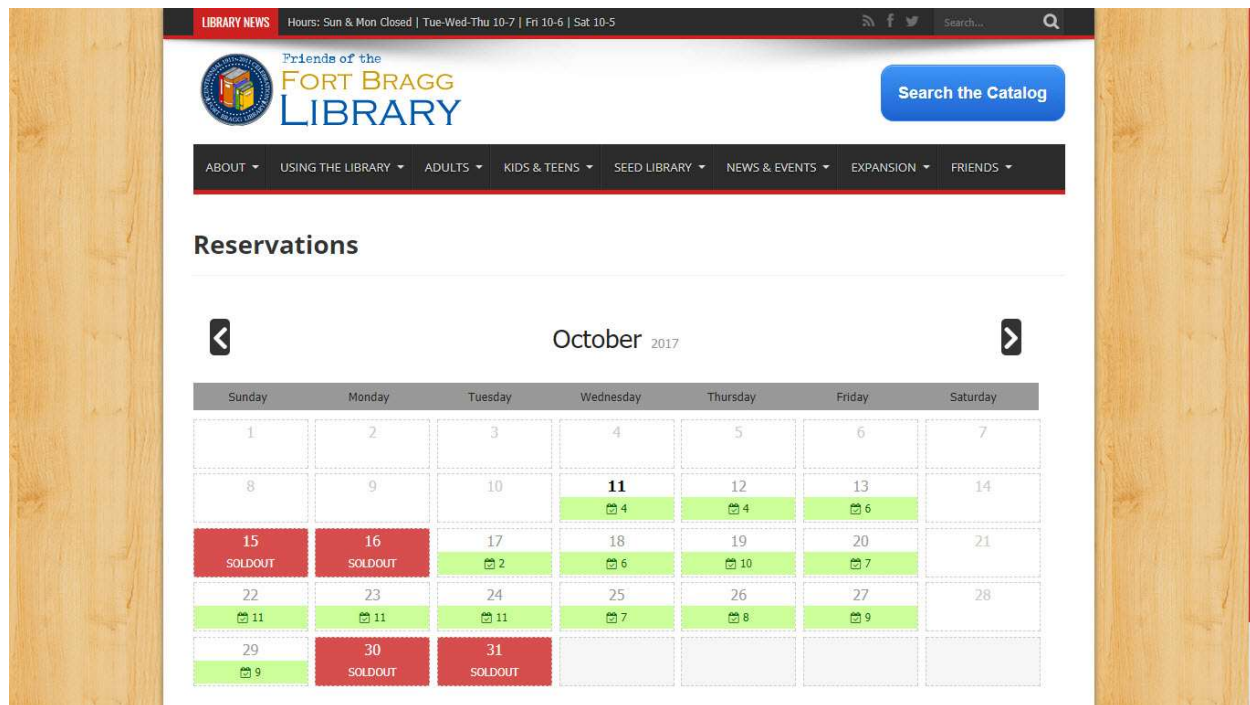
I began improvements to the library’s main website starting in 2015, migrating all historical content into the WordPress web framework, allowing uninhibited opportunity for library information growth. I shot new photographs of the location for marketing and website content purposes. Later, I helped integrate and maintain an online reservation system for the library’s Community Room, allowing real-time interaction with the library staff and Reservation Calendar, as well as an advanced Events Calendar.

fortbragglibrary.org



Fort Bragg Library is a part of Mendocino County Library Group located on the beautiful Northern Mendocino Coast in Fort Bragg, California.

I continue to support the library’s website development and maintenance. As the library’s website grows with content and community event information, daily traffic continues to increase, and real-world foot traffic rises, which is the ultimate marketing goal of this non-profit organization. I am proud to see such success with such a small-town community effort.



Community Room Reservations -- Friends of the Fort Bragg Library

Events for October 2017						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
	Is This Thing Even On?	Adult Zen Coloring	Adult Book Club	Storytime	Storytime	
	LEGOs Block Party	Teen Dungeons & Dragons		KNYO - Library Hour with Dennis Dias	Kids Craft Time	
					Preschool Dance Party	
8	9	10	11	12	13	14
	Is This Thing Even On?	Adult Zen Coloring	First Thursday Poetry Open Mic	Storytime	Storytime	
	LEGO Block Party	Farmers Market		KNYO - Library Hour with Dennis Dias	October is Read Aloud Month ~ Join us for a special Read Aloud storytime	
		Teen Dungeons & Dragons		First Friday Film at the Library ~ Only Lovers Left Alive	Kids Craft Time	
					View All 4 Events »	
9	10	11	12	13	14	15
	Is This Thing Even On?	Adult Zen Coloring		Rhyme Time Story Time	Rhyme Time Story Time	
	LEGO Block Party	NaNoWriMo Kickoff and Writing Workshop for Teens and Tweens		KNYO - Library Hour with Dennis Dias	Storytime	
					Kids Craft Time	
					View All 5 Events »	
16	17	18	19	20	21	22
	Is This Thing Even On?	Adult Zen Coloring	Club de la Lengua	Storytime	Storytime	
	LEGO Block Party	Poetry Writing Workshop		KNYO - Library Hour with Dennis Dias	Tech Class with Chris ~ Hoopla, Overdrive & the new, Axis360	

Events Calendar -- Friends of the Fort Bragg Library

Source: <http://companyjuice.com/news/portfolio/fort-bragg-library-mendocino-county-ca/>

Trade Studios

At Trade Studios, LLC, I wrote a complete ecommerce web application called CartFusion, written in the Adobe ColdFusion framework with JavaScript, CSS, HTML. As Lead Developer, Marketing Director, and President, I led a team of ColdFusion developers to support our CartFusion clients. During my 7 years with Trade Studios, I designed and developed over 50 websites using ColdFusion and WordPress, and helped manage the hosting of these websites on Linux and Windows dedicated servers. (This is where I learned QuickBooks as well.)

tradestudios.com

tradestudios
WHAT'S YOUR TRADE?

Items In Cart: 0 | Cart Total: \$0.00

NEW SUPPORT NUMBER: 909-861-3967

HOME ABOUT US PRODUCTS SERVICES PORTFOLIO AFFILIATES MY ACCOUNT CONTACT US HELP DESK

tradestudios: Under New Management

MOUNTAIN VIEW TECHNOLOGY

New Management
Support for Trade Studios Cart Fusion product line is currently being managed by Mountain View Technology. For assistance with your web site or questions about hosting please contact Mountain View Technology support at 909-861-3967 or email support@TradeStudios.com (now being answered by Mountain View Technology support staff).
Thank you for your continued business and we at Mountain View Technology look forward to working with you and your company.

News & Updates

CartFusion 5.0 Enters Beta
The new CFC-based, AJAX-rich, XML-handling CartFusion 5.0 has gone into production. The Trade Studios Development Team is on the attack with this new eCommerce and customer relations management system.

CartFusion 4.5 Released
CartFusion will meet your needs. Here's a partial list of features:
- Inventory Matrix Management
- Multi-tiered Affiliate Program
- PayPal Pro Support
- Advanced Reporting
- Payments by Store Credit
- Faster Page Loading
- Quick Edit Mode = Easy Updates
- QuickBooks Integration*
- UPS Worldship Integration*
* requires additional software

Quick Links

Online Support Desk

CartFusion Features

CartFusion Front End Demo

CartFusion Back End Demo

Frequently Asked Questions

TradeStudios.NET Dev Blog

ColdFusion MX 7 Web Hosting Starting at \$14.95/month

- 300MB-1000MB Web Space
- 10-Unlimited Email Accounts
- 10GB-100GB Data Transfer
- HELM Control Panel
- ASP.NET, PHP, MySQL
- ColdFusion MX 7 Included!

More Info

Managed Dedicated Servers Starting at \$299.95/month

- 80GB-400GB Hard Drives
- Unlimited Email Accounts
- 500GB Data Transfer
- HELM Control Panel
- ASP.NET, PHP, PERL, CGI
- ColdFusion MX 7 Available!

More Info

CartFusion eCommerce Sites Starting at \$59.95/month

- Ecommerce Website
- Shopping Cart Included!
- CartFusion Control Panel
- 300MB-1000MB Web Space
- 10-Unlimited Email Accounts
- 10GB-100GB Data Transfer

More Info

CartFusion Open Source
100% Customizable - No Limitations

Open Source License for ColdFusion-based eCommerce Software
Want to host CartFusion on your own server with complete, unlimited access to all source code? The Open Source Licensed version of CartFusion is the solution for you. You will receive all web code, database code, and yes, even free lifetime upgrades! Contact us now to get your open source license today.

READ MORE >>>

CartFusion 4.5
Fusion & Your Commerce

CartFusion Allows You To:

- Front & Back End Order Fulfillment
- Advanced Inventory Handling
- In-Depth Customer Relations
- Multiple Users & Pricing Tiers
- Multi-Tiered Affiliate Network
- Advanced Reporting & Messaging
- Works w/ Most Payment Gateways
- Send Emails & Print Labels
- UPS, FedEx, & USPS Ready
- Easy to Setup, Easier to Use

CartFusion Allows Us To:

- Customize Our Website
- Update Our Site Without Hassle
- Keep Customers Informed
- Integrate With Other Programs
- See what it can to for you >>>

We run our website, tradestudios.com, on our own

CartFusion 4.5

CartFusion Ecommerce Solutions
This site has been built using the advanced Ecommerce software solution designed by our development team - because it can.

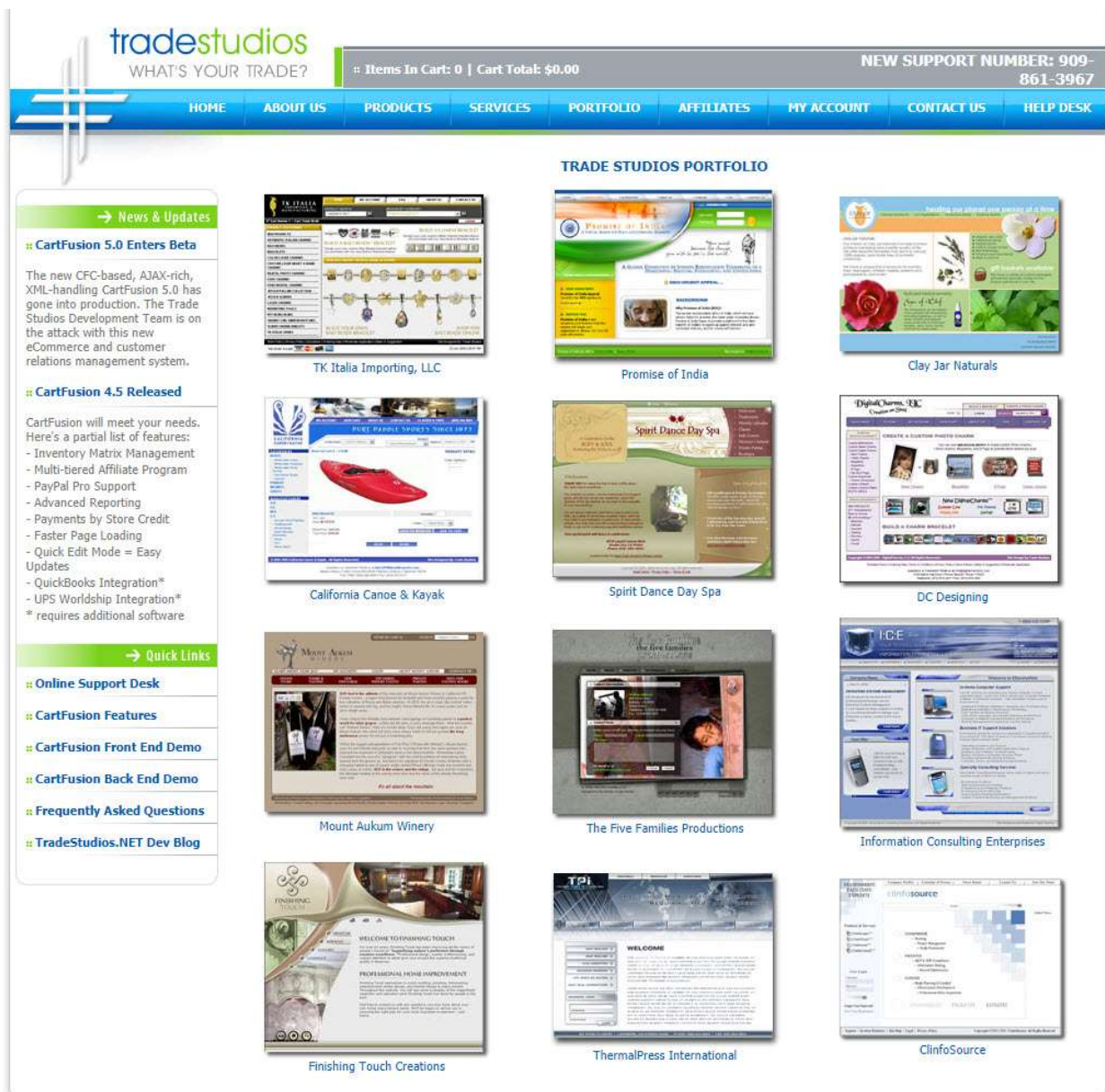
Call Trade Studios today to discuss how we can save your business time and money on and off the Internet.

TOLL FREE: 866-855-CART (2278)

We Kindly Accept:

Legal Agreements & Store Policies | Privacy Policy | Disclaimer | Ordering Help | Affiliates | Make A Suggestion | Data Center & Network

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Trade Studios is now owned and supported by Mountain View Technology in Rancho Cucamonga, California, and continues to provide ecommerce and website design success. Their website still proudly displays the major projects I led and contributed to.

Source: <https://companyjuice.com/news/portfolio/trade-studios-web-graphic-design/>