

Ramsay Mameesh

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Experience

Corporate and Start-Up

Web Development

Web Manager – Large corporate websites to small business e-commerce – Design and maintenance. Personally created Bank of the West's first website using html through – management of third party designers and programmers for major web re-design. Led integration and user experience of new electronic banking product. Banana Tree Hotel website, major source of revenue, generated half of all reservations. Online portfolio URL at bottom of resume.

Web Design – Conception to completion. Responsible for all aspects of websites; branding, identity, designing, programming, UI, email, hosting, etc. Static and interactive websites.

Web Marketing – Banner advertising creation and promotion, SEO and SEM, Google adwords PPC, YouTube video production, content writing, blog design. Domain naming, keyword selection, website analytics, linking. Traditional and guerilla tactics and techniques.

Web Programming – html, javascript, php, cms, dreamweaver, mysql, ftp, pdf.

Project Management

Project Manager – Multi-million dollar project planning and execution, development and implementation, budgeting, timelines, coordination, tracking. Management of internal and external teams. Bank of the West website design and re-design. Bank of the West Classic Tennis Tournament. Conservation Account (generated 10,000 new customers and over \$3 million).

Product Manager – Financial services and retail. Checking Accounts, travelers cheques, merchandise, travel and tourism, production, inventory, display.

Marketing

Marketing Communications –Editor NewsWest – Monthly 12 page full color cir. 3000. Full range of marketing collateral, copywriting, press releases, brochures, fliers, banners.

Event Marketing – Design and managed trade shows, golf tournaments, sporting events.

Advertising – responsible for print, radio, internet advertising. Other Duties – Corporate Spokesperson, public relations.

Employment

Banana Tree Hotel – Manuel Antonio Costa Rica – Owner 2002-2007

Bank of the West – San Francisco California – Marketing Manager 1990-2000

Fremont Bank 1989-1990

U.S. Dept of Commerce 1988

Education

B.S. Business Administration, California State University 1989

Major - Marketing – Minor Economics - Languages –English – Spanish – French

U.S Citizen

Online Portfolio

<http://www.bananatreehotel.com/ramsay/ramsayport.html>