

# Travis Holzem

## **Professional Designer Developer Delivering High-Impact WordPress Sites, Graphic Designer, SEO Specialist**

Saint Paul, MN

[thwebinc@gmail.com](mailto:thwebinc@gmail.com)

6129905345

Highly skilled and results-oriented web developer bringing 18 years of success to a growing agency. Extensive background in lead generation and efficiently resolving customer issues. Courteous and cordial with the desire to increase business opportunities through outstanding client presentations, effective communication skills, marketing initiatives, and a dedication to delivering customer service exceeding client expectations.

Authorized to work in the US for any employer

## Work Experience

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Independent Distributor

2015 to Present

FUXION BIOTECH

- Online Health & Wellness Beverage Sales.
- Maintained a strong understanding of competitors, their offerings and their presence in assigned territory.
- Identified business prospects through cold calling, networking, marketing and database leads.
- Interacted with prospects by asking appropriate open-ended questions to better understand needs and requirements.
- Generated new clients by implementing effective networking and content marketing strategies.
- Secured sales by providing recommendations to promote brand effectiveness and product benefits.

### **Owner/Lead Developer**

TH Web Consulting - Inver Grove Heights, MN

2004 to Present

[THWebConsulting.com](http://THWebConsulting.com)

TH Web Consulting is dedicated to delivering innovative, affordable mobile friendly websites and online marketing solutions that enable businesses to establish visibility online, increase revenue, and improve overall brand identity.

- As owner I participated in all phases of projects including sales, development, design, testing and production release
- Successfully provided web design & development services for start-ups, individuals and small business owners locally and across the United States
- Optimized multiple branded websites that showcase products, services, technical information

- Maintained all bookkeeping, marketing, and delivering of services and products through social media, email, telephone, Skype, and in person
- Provided training and demonstrations so my clients in-house website editors understood how to use their websites effectively
- Delivered an exceptional level of service to each customer by listening to concerns and answering questions
- Installed and tested all websites, ensuring that they functioned correctly before launching to the public

## **General Manager**

STARR CENTRAL SPORTS BAR & LIVE MUSIC VENUE

2004 to 2005

- Responsible for inventories, ordering, end of day reports, cash handling and menu development
- Directed successful turnaround, eliminating employee pilferage, while hiring and training a new staff
- Advised and supervised staff regarding drinks and proper combinations to maintain service standards
- Consistently exceeded sales goals by providing superior customer service and quality food
- Negotiated and hired music talent for live music venue that had a maximum capacity of 1000 people
- Managed scheduling for 25 back/front of the house employees to ensure optimal productivity

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## **Bar Manager**

MISSISSIPPI MUD RIVERTOWN GRILL

2003 to 2004

- Managed bar and grill on a day-to-day basis.
- Provided bar & restaurant guests with friendly and professional service, excellent food quality and consistency of execution in an attractive, well-maintained environment.
- Enhanced customer satisfaction ratings by resolving issues efficiently.
- Expertise in general operations management, staff development and training staff on bar practices, customer service standards and productivity strategies, and working with vendors
- Maximized employee morale and corrected performance issues according to established standards
- Oversaw ordering and inventory, maintaining and stocking all bar items
- Balanced tills, accurately handled cash, processed credit card payment batches and prepared bank deposits
- Completed daily logs, updated computer tracking systems and filled out other relevant documentation
- Set effective employee schedules that maintained coverage at peak times and minimized labor costs.

## **Head Bartender/Trainer**

DAMONS SPORTS BAR & GRILL

1998 to 2003

Consistently created repeat business by ensuring outstanding guest satisfaction.

- Maintained profitable food, liquor and labor costs
- Assisted with ordering and inventory, maintaining and stocking all bar items
- Responsible for training new bartenders on proper drink recipes and serving food menu to bar guests

## Education

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### **HS Diploma**

Humboldt High School - Saint Paul, MN

1985 to 1989

## Skills

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BUSINESS DEVELOPMENT (10+ years), MARKETING (10+ years), Business Consulting (10+ years), E-commerce (10+ years), Wordpress (10+ years), Sales & Marketing (10+ years), Business negotiation (10+ years), Graphic Design (10+ years), Lead Generation (10+ years), Microsoft Office Suite (10+ years), HTML (10+ years), CSS (10+ years), Customer Service (10+ years), Customer Training (10+ years), Project Management (10+ years), Content Creation (10+ years), Search Engine Optimization (10+ years), Responsive Web Design (6 years), Customer Support (10+ years), Web Development (10+ years), Website Design (10+ years), Web Hosting (10+ years), Website Security (10+ years), Direct Marketing (10+ years), Google Analytics (10+ years), Hiring (10+ years), Inventory Management (10+ years), Leadership Development (10+ years), MySQL (10+ years), New Product Development (10+ years), Networking (10+ years), Photoshop (10+ years), Sales (10+ years), SEO (10+ years), Typing (10+ years), Video Editing (5 years), Windows (10+ years), Wordpress (10+ years), Word (10+ years)

## Links

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<https://thwebconsulting.com>

## Military Service

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### **Branch: Marine Corps**

Service Country: United States

Rank: E-3

January 1990 to January 1994

Commendations: Gulf War/Desert Storm Service Award Navy Unit Commendation Southwest Asia Service Ribbon Combat Action Ribbon Meritorious Unit Commendation Humanitarian Service Ribbon Kuwait Liberation Saudi Arabia Ribbon National Defense Service Medal Navy and Marine Corps Overseas Service Ribbon Marine Rifle Sharpshooter Badge