

Clifford VanMeter

Inbound Marketing & Social Media Specialist

cliff@arctosmedia.com

Summary

I am a generalist and completely technology agnostic. My understanding of multiple problem solving technologies gives me the ability to act as a bridge between stakeholder needs and developer solutions. I have been making my living as an illustrator, graphic designer, video editor, web developer, project manager, marketer, and writer for more 30-years now. I have done everything from technical writing and reviews for national magazines; to writing and publishing technology books; to designing and implementing a custom CRMs and websites.

Experience

Marketing Manager/CRM Designer-Administrator at Express Auto

November 2010 - Present (5 years 5 months)

I oversaw all aspects marketing and advertising. I also acted as the principal architect and project manager for a large-scale custom CRM project. This included hiring and managing the development team, overall design and project management of this initiative, as well as technical support and training duties. I took the C-suite's desires for what a CRM should do and translated them into technical terms for the development team.

Cheif Webslinger/Growth Hacker at Arctos Media Text

February 2008 - July 2015 (7 years 6 months)

I manage websites and the online presence for a number of business clients. That includes handling SEO, SEM, social media, PPC consulting, and all facets of content marketing. Websites must be properly marketed and properly maintained. Websites aren't just built; websites must be rebuilt again and again to engage customers and search engines. That's what I provide.

VP & Interactive Director at ZGH Design & Advertising

September 2003 - November 2007 (4 years 3 months)

I work on the front end with clients to define their interactive needs, choose and recommend appropriate technologies, and documentation. I act as a liaison between the clients, account services, creative and programming, ensuring that daily scheduling goals were met, and that necessary assets were available. I also contribute as a copywriter, storyboard artist, illustrator and web designer/developer as needed.

Interactive Producer at Copper Advertising

March 2003 - April 2004 (1 year 2 months)

I scheduled, budgeted and defined interactive projects for the company, as well as oversaw all aspects of production as a general project manager throughout. I worked closely with the clients, interactive, account

services and creative. Acting as a kind of liaison between them. I also worked on new business development with regards to interactive, including new business pitches and RFP responses.

Director of Web Services at Playbox Media

September 2001 - July 2002 (11 months)

Playbox Media was at the cutting edge of webvideo and VR integration and V-Commerce. We pushed the envelope in developing custom integrative solutions for clients such as Ford, Subaru and Automobile Magazine.

Instructor at Learning Tree University

September 1998 - March 2001 (2 years 7 months)

I taught basic and advanced Photoshop, Design Theory, Illustration and Web Typography.

Art Director at Topps, Inc.

January 1997 - May 1999 (2 years 5 months)

During this period I oversaw design on several of Topps flagship lines, including Topps Baseball, Topps Football and Topps Basketball, as well as several smaller lines such as Topps CHL Hockey.

Creative Director at Comicolor

March 1994 - December 1996 (2 years 10 months)

I started this company just as computer technology was making its first inroads into comic book art. We were one of the first companies in the US to offer digital coloring, electronic lettering and film separation services for comics. We worked on comics for Image and Marvel Comics, as well as a number of independent titles such as Ash and Shi.

Honors and Awards

Inbound Marketing Certification

Hubspot

November 2014

HubSpot's Inbound Certification includes eleven classes that cover the core elements of the Inbound Methodology. From the essentials of an effective inbound marketing strategy to landing page anatomy to segmenting your contact database, these classes are the bread and butter of what inbound is all about.

Yext Certified Partner

Yext

Yext partners with over 1,000 digital agencies, SEOs, webmasters, and social media managers to bring the Yext Cloud to their clients. Yext provides partners with exclusive features, preferred pricing, and support to bring their clients the best experience on the planet.

Certifications

Inbound Certification

Projects

Custom CRM/Business Intelligence System

April 2012 to Present

Members: Clifford VanMeter, Travier Moorlag, Jason Hughes, Max Rowland

I am the chief software architect and interface designer. This is a custom CRM with a Business Intelligence back-end to track sale, service and collection productivity as well as provide customer interface.

Publications

A Quicktimer's Guide to Web Video

Self Published Technical Manual April 10, 2004

Authors: Clifford VanMeter

A guide to creating interactive video with Quicktime.

Mac Design Magazine

National Magazine February 10, 2002

Authors: Clifford VanMeter, Deborah Shadovitz

I wrote a number of articles for Mac Design magazine including numerous software reviews during it's publication.

Adobe GoLive 6 Quickstart Guide

USA April 2001

Authors: Clifford VanMeter, Deb Shadovitz

I wrote several chapters for this guide published by Peach Pit Press on video integration and GoLive's unusual interactive Quicktime authoring capabilities.

Wordpress for Auto Dealers

Dealer Business Journal February 2014

Authors: Clifford VanMeter, Staci Striegnitz

I co-authored an article for the Dealer Business Journal on using Wordpress as a platform for auto dealer websites.

Skills & Expertise

Web Design

Advertising

Graphic Design

Marketing

Multimedia

E-commerce

Mac

Social Networking

Video Production

Photoshop

Social Media
Social Media Marketing
Illustrator
InDesign
New Media
Digital Media
Video
Adobe Creative Suite
Publishing
Web Development
SEO
Online Marketing
Magazines
Copywriting
Blogging
Illustration
Television
Public Speaking
Online Advertising
Digital Marketing
Editing
Website Development
Leadership
Creative Direction
Flash
SEM
Facebook
Brand Development
CRM
Team Building
Art
Lead Generation
WordPress
PPC
Video Editing
Email Marketing
Google Analytics
Web Analytics
Google Adwords
Content Strategy

Education

Lambuth University

BFA, Illustration & Design, 1979 - 1983

Activities and Societies: Art

Claremont High School

High School Diploma, College/University Preparatory and Advanced High School/Secondary Diploma Program, 1971 - 1975

Activities and Societies: Wrestling team, drama club, chess club, choir.

Interests

Technology, music (all kinds), SEO, website design, responsive design, mobile & tablets, Apple, networking

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1 person has recommended Clifford

"Cliff is a true industry innovator and talent. I have had the pleasure of spending time on the job with Cliff 24x7 weeks on end. He is the type of man that will do anything to get the job done ON TIME! We had a bunch of hours in the trenches together. I highly recommend Cliff with any business venture if you want it done the correct way... "

— **Russell Ferro**, *General Manager, Haig Graphic Communications / Digital Color Associates / Comicolor*, reported to Clifford at Comicolor

[Contact Clifford on LinkedIn](#)