

## OBJECTIVES

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Marketing & Business Development, Marketing Management, Brand Management, Internet Marketing

## PROFESSIONAL EXPERIENCE

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2009 - present    **Central California Alliance for Health** – Regional Health Plan    *Scotts Valley, CA*

***Business Development & Marketing Specialist***

- ▶ Organized and helped administer meetings, responsible for taking and distributing minutes and collateral. Appointed to various committees and sub-groups.
- ▶ Maintained corporate website, created new sections, re-designed various pages, edited and added new content.
- ▶ Performed full SEO optimization on corporate website, installed analytical tracking and monitored all traffic activity.
- ▶ Developed & programmed internal project management tracking and reporting tools using MS Outlook, MS Excel and MS Access.
- ▶ Managed the production & distribution of all marketing materials.
- ▶ Involved in various graphic design activities (web & print.)
- ▶ Heavily involved in branding activities making sure all final collateral reflected the true CCAH image.
- ▶ Worked closely with various departments on multiple projects (internal Knowledge Base implementation, Pharmacy form re-design, FSR online launch, Provider Manual online launch, Hmong website launch, etc.)
- ▶ Built relationships with new vendors resulting in cost savings and increased product quality for the company.
- ▶ Received HIPAA, FWAP & Compliance training.

2009 – present    **Santa Cruz Archers** – Non-profit organization    *Santa Cruz, CA*

***Brand Management and Marketing Chair***

- ▶ Responsible for SCA Brand Management, Advertising and all Marketing Coordination.
- ▶ Worked directly with the president to develop and implement best business and marketing strategies for the organization.
- ▶ Responsible for SCA's website development, coordination of resources and its functionality.

2009 - 2009    **West Marine, Inc.** – [www.westmarine.com](http://www.westmarine.com)    *Watsonville, CA*

***Internet Marketing Coordinator***

- ▶ Recruited 100 new publishers to join the WM affiliate program.
- ▶ Created campaigns to stimulate publisher involvement.
- ▶ Increased WM's visibility on numerous publisher websites.
- ▶ Maintained close relationships with affiliate publishers and helped them increase sales.
- ▶ Created, published and managed WM's weekly affiliate newsletter.
- ▶ Analyzed affiliate network performance and tracked various statistical metrics.
- ▶ Helped manage SEM campaigns for WM online store.
- ▶ Developed and programmed a weekly marketing report.
- ▶ Briefly analyzed and explained reported data.

- 2008 - 2009      **Enthiosys, Inc** – Agile Product Management      *Mountain View, CA*  
**Marketing Consultant**  
▶ Principal planner, designer and organizer for P-CAMP 2009 & P-CAMP 2008 (agile product management conferences @ Yahoo!, Inc.)  
▶ Google AdWords advertising campaign manager.  
▶ Blog and corporate website updater and manager.  
▶ Social Media manager (Facebook, LinkedIn & Twitter.)  
▶ Graphic designer: website, trade shows, banners, etc.  
▶ Responsible for maintaining customer databases using Salesforce & Constant Contact.  
▶ Created quarterly corporate website access reports.  
▶ Responsible for corporate website SEO/SEM.
- 2007 - 2008      **City of San Jose** – Department of Transportation      *San Jose, CA*  
**Operations Management Internship**  
▶ Designed promotional materials for DOT.  
▶ Developed & maintained City of SJ DOT website.  
▶ Responsible for identifying installation locations for bicycle racks.  
▶ Managed crew work orders and other operations.  
▶ Coordinated installation for 300+ bicycle racks.  
▶ Worked with GIS department to virtually identify locations using GPS coordinates.
- 2006 - 2007      **Summit Bicycles, Inc.** – Pro Bicycle Shop      *Los Gatos, CA*  
**Service Manager**  
▶ Managed operations of entire service department.  
▶ Assigned work orders and distributed work flow.  
▶ Responsible for processing warranty claims.  
▶ Excelled in customer service and satisfaction.  
▶ Designed 10-15 promotional flyers for sales events.  
▶ Maintained an excellent sales record.
- 2004 - 2005      **Craters & Freighters, Inc.** – Logistics & Crating Franchise      *San Jose, CA*  
**Operations Manager**  
▶ Managed office and logistics operations.  
▶ Assigned and distributed work orders.  
▶ Responsible for providing quotes to customers and finalizing sales.  
▶ Provided full support to customers as well as vendor accounts.  
▶ Established excellent long-term vendor relationships and negotiated favorable supplier terms.  
▶ Maintained an excellent sales record.  
▶ Designed and published advertisements (Yellow Pages), direct-mail flyers and other printed collateral.  
▶ Created and maintained internal network (LAN).  
▶ Provided general IT support for entire office.

## COMMUNITY & VOLUNTEER WORK EXPERIENCE

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- 2006 - 2007      **Campbell Middle School** – Public School      *Campbell, CA*  
**After-School Program Assistant / Educator**  
**(non-paid volunteer position)**  
▶ Assisted teaching 6<sup>th</sup> – 8<sup>th</sup> grade students how to work on bicycles and help their community.  
▶ Participated in community development projects.

Visit [www.gorbatov.net](http://www.gorbatov.net) for more info.

2006 - present     **Midpeninsula Regional Open Space District**     *Los Altos, CA*  
**Trail Patrol Volunteer**  
**(non-paid volunteer position)**  
▶ Responsible for basic trail ranger duties including reporting violations, helping injured hikers/riders and maintaining trails.

## EDUCATION

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2007 - 2009     **Santa Clara University** – Leavey School of Business     *Santa Clara, CA*  
**BS, Business Management**  
*Relevant Coursework: Organizational Management, HR Management, Business Management, Operations Management, Managerial Accounting, Business Law, Financial Management, Principles of Marketing, Management Information Systems (advanced), International Business, Leadership, Start-Up Management, Writing for Business.*

2004 - 2007     **DeAnza & Foothill Colleges**     *Cupertino, CA*  
**Transfer Student to Santa Clara University**

1999 - 2003     **Homestead High School**     *Cupertino, CA*  
**High School Diploma**

## SKILLS & COMPETENCIES

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### General Skills & Competencies

- ▶ Excellent written and oral communication skills. Strong presentation skills.
- ▶ Engaging speaker and experienced technical trainer versed in numerous applications.
- ▶ Experienced event organizer and planner with extensive background in coordination and logistics.
- ▶ Exceptional interpersonal skills providing the ability to develop and maintain effective relationships with customers, team members, all levels of management, and vendors.
- ▶ Versatile team player, able to quickly adapt to fast-paced environments.

### Marketing / Communications & Graphic Design

- ▶ Over 10 years of professional graphic design experience for web and print.
- ▶ Over 5 years of marketing experience focusing on internet / online advertising.
- ▶ Over 4 years of Search Engine Marketing (SEM) / Search Engine Optimization (SEO) experience.
- ▶ Received *Google Advertising Professional* certification / Google AdWords (GAP) in 2009.
- ▶ Expert in creating & publishing: presentations, brochures, flyers and other collateral materials.
- ▶ Expert in designing & developing websites: Examples - (City of San Jose, Zanotti Cycles, Joanne Bow Miller, Southwest Autos, Bicycle Hospital, Enthiosys, Cake Consulting, VeloTap, Central California Alliance for Health, Sell With SEM, MeetingsOnline, CleanPeople, SCArchers, and others.)
- ▶ Portfolio available online at: **www.gorbatov.NET**

### Computer Application Knowledge

- ▶ Expert in:
  - Adobe: Photoshop, Illustrator, InDesign, Acrobat Pro, Fireworks, ImageReady & DreamWeaver.
  - Microsoft: Word, Excel, PowerPoint, FrontPage, Outlook & Access.
  - Sun: OpenOffice (all).
  - Google: Analytics, AdWords, WebMaster Tools, LBC, other marketing tools.
- ▶ Advanced Knowledge:
  - Various project management planning tools / Gantt charts.
  - Software-as-Service:
    - Intuit QuickBooks, SalesForce, FlashComs, SurveyMonkey, PollDaddy, GoToMeeting, Yugma, Constant Contact.

## LANGUAGES

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English (fluent), Russian (fluent), French (elementary proficiency)

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