

**Robert Ahrens**  
Jacksonville NC

## Professional Resume

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### Overview

#### Managerial Overview

- Extensive experience in funding, producing & mitigating risk in marketing ventures.
- Extensive experience in communication arts strategy and development since 1980.
- Extensive experience in digital media strategy and development since 1990.

#### Functional Overview

- Strategic Marketing/Business Development
- Account Executive/Project Management
- Creative Direction/Technical Consultant
- Master Photographer/Associate Producer

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### Highlights

#### Creative Business Highlights

- Nonprofit venture strategic partner, Nashville, Atlanta, Raleigh, 2012-current
- Marketing consultant for a variety of nonprofit ventures, Colorado 2010
- Independent marketer and associate producer, So. California 2005
- Co-founded dot-com incubator with marketing automation portal, Chicago 2000
- Produced and developed internationally distributed entertainment CD-ROMs and Fortune 500 corporate new media projects, Chicago 1995
- Produced and developed corporate CD-ROM and kiosk multimedia projects, Chicago 1990
- Produced and developed national photo, video and graphic design projects, Chicago 1985
- Launched major retail and corporate communications photography studio, Dallas 1980
- Photographed fashion portfolios during mechanical engineering school, circa 1975
- First-place film award; school science fair - 8mm claymation, circa 1970
- First photographic darkroom and 8mm film camera, circa 1965

#### Technical Business Highlights

Fluent in strategy, specification and management within the following environments:

- Multimedia Publishing for Internet, Social Media & DVD Distribution
- High-end Photography, Film/Video and Audio Production
- eBusiness Strategy, Development and Deployment
- Web Development, HTML 5, PHP CMS, Ruby Apps, Digital Magazines
- CD, DVD and Internet App Development
- Audio and Video Steaming

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### Previous Success

**2001 to Current, Small Towns USA** – Contributor/Partner to a variety of Non-profit projects.

- North Carolina - Collaborative Commerce Development for Church and Ministry Network.
- Strategic Marketing and Business Development for Online Childhood Trauma Ministry.
- Tennessee - Nonprofit Digital Magazine and Marketing Automation Investment Portal.
- Colorado - Video/web production for Early Intervention Teen/college Alcohol programs.
- Colorado – Music Producing and Production - Americana and Folk fundraising efforts.
- Colorado – Business Planning and Web Community for Communication Arts Ministry.
- New Mexico – Business Planning for Web-based Cultural Creative radio and video program.
- South Dakota – Business Planning and Documentary Filming for Native American relief fund.
- East Coast – Research, Marketing plan, Documentary Filming, and Website for social and environmental improvement effort.

**Client/Partners:** Sustainable Energy Manufacturer, At-risk Teen Program, Underage Alcohol Program, French-speaking Africa Aids Network, Inner-city Literacy Mission, Pastor Burnout Retreat, Inner-city and Native American Outreach, Several Colorado Pastor Support Efforts.

**1997 to 2001 eBusiness Incubator, Chicago** - *CIO*, eBusiness Strategy and Development

- Managed research and development for startup companies utilizing eCommerce, marketing automation, supply chain integration and broadband collaborative technologies.
- Co-launched and managed several "accelerated dot-com" business ventures, serving as interim CIO and/or marketing director.
- Designed and managed development of WIN2K/.NET application service provider (ASP) infrastructure for custom B2B/B2C applications.
- Designed and managed development and deployment of a global collaborative commerce engineering portal, grossing more than \$20M the first year in business.

**Client/Partners:** Panasonic, Texas Instruments, International Components Corporation, Leap Technologies, and a variety of entrepreneurial ventures which we helped incubate.

**1994 to 1997 Interactive Agency, Chicago** - *President, General Manager*

- Executive producer with new product launches, client manager of corporate services, director of creative arts and technology.

- Managed a staff of approximately fifty; consultant, design, and development personnel.
- Conceived, produced and published (2) internationally distributed entertainment CD-ROMs, generating close to 200,000 wholesale orders and seven international trademarks.
- Produced numerous interactive media and e-commerce projects with six-figure billings, meeting aggressive budget objectives of \$200K/month service revenues.

**Clients:** Motorola, Panasonic, Texas Instruments, Sears, Spiegel, Florsheim Shoes, International Components Corporation, Sony Entertainment, Miramax Films, Interscope Records and a variety of companies needing fresh communication arts and technology solutions.

**1990 to 1994 Creative Group, Chicago - *President***

- Interactive multimedia services for Fortune 1000 companies.
- Digital media, print and video production.

**1985 to 1990 Photography/Design, Chicago - *Principal***

- Commercial photography, video and graphic design for major advertising, corporate, and retail clients.
- 1986 launched new computer-aided graphic design services.

**1980 to 1985 Photography, Dallas - *Sole Proprietor***

- Commercial fashion, location and tabletop photography services for major advertisers and corporations.

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**Education**

**1975 to 1979 University of Missouri - *St. Louis and Rolla***

- Mechanical engineering, Design and Psychology