

# Cindy Reeves

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## Objective

*To work in either a full time position or as a contractor in my own business, using a combination of my marketing knowledge and my web skills.*

## Marketing Experience

1998 - Present      **Reeves Computing Solutions**  
Loveland, Colorado  
*Co-Owner and Lead Website Designer*

My husband and I run our own Internet services company. My responsibilities can include office work and account management, as well as graphic and website design and advanced scripting for interactive sites. Please see our company website for our portfolio. <http://cindy.reeves.net>

January 1998 - Present      **Hewlett-Packard Company**  
Measurement Systems Division, Loveland, CO  
*Electronic Commerce Manager*

I manage an internal website used as the primary resource for our field.

- Keep the content current and informative
- Streamline the information flow to easily and quickly find the desired information
- Establish a structure for multiple contributors and still maintain the consistent look, feel and navigation
- Integrate the site with other internal websites within Hewlett-Packard.

I also manage many external websites, for product promotion, sales information and support, as well as industry-focused application sites.

- Manage internal and external vendors
- Creation of industry-focused website; lead a cross-divisional team to design and implement this site
- Integrating multimedia marketing campaigns between print and electronic media
- Development of feature story program, to create headline articles for prominent placement on international sites
- Periodic updates, bug fixes, and enhancements to VXI Configurator, customer and field configuration tool.
- Internet use and web page development one-on-one training for co-workers.
- Manage and execute content updates to websites.

June 1996 - January 1998 **Hewlett-Packard Company**  
OpenView Software Division, Fort Collins, CO  
*Marketing Programs Integrator*

Manage sales tools development and distribution processes to provide sales and marketing tools, balancing time, budget restraints, and quality.

- Research existing processes, prioritize, propose, and develop sales tools creation and distribution processes for new (indirect) sales channel. Determine and implement processes, solve challenges, and train product teams in new processes
- Manage content creation, design and delivery of product, program, customer success and strategy marketing and sales tools
- Direct tools to be available for appropriate audiences, resulting in electronic files, printed documents, manufactured packaging, CD-ROM's, and database-driven web pages
- Develop tools content to promote brand awareness and industry preference; includes shaping content and executing world-wide review cycles, negotiating acceptable compromises across marketing and product teams division-wide
- Manage external and internal vendors and independent contractors for production of sales tools.
- Improve processes via outsourcing, streamlining review cycles, enforcing usage of templates and adherence to standard guidelines

November 1994 - June 1996 **Manpower Temporary Services**  
for Hewlett-Packard Company, Fort Collins, CO.  
*Marcom Project Coordinator*

Manage distribution and delivery processes of sales tools for quick and current product information accessibility.

- Manage delivery of sales tools to appropriate channels
- Track budget, including design of spreadsheets, writing contracts
- Manage review process of sales tools across 3 geographies
- Track, analyze, graph and report metrics

August – November 1994 **Manpower Temporary Services**  
for Hewlett-Packard Company, Fort Collins, CO.  
*Administrative Assistant*

- Statistical analysis, maintaining databases.

Summer 1991, Spring 1992 **Hewlett-Packard Company**  
North America Analytical Marketing Center, Avondale, PA  
*Flex-Force and ex-officio SEED Student*

- Statistical analysis of surveys
- Management of ten volunteers for preparation of surveys
- Data preparation and entry with optical scanner

## Other Professional Experience

October 1993 - **Colonial One-Hour Photo**  
April 1994 Williamsburg, VA.  
*Lab Technician*  
Weekend management; sale of merchandise, portrait sittings; printing.

August 1993 - **Wesley Foundation**  
April 1994 Williamsburg, VA.  
*Intern*  
Design of programs; leadership and planning of weekend retreat;  
organization of outreach efforts.

## Volunteer Work

April 1999 **MESA Day at Hewlett-Packard**  
Member of Steering Committee and developed and ran Electronic Commerce workshop for MESA (Mathematics, Engineering, and Science Achievement) students to demonstrate how HP uses the web.

1998 **United Way**  
One day service cleaning yard of elderly woman.

September 1996 - **HP E-mail Mentor Program**  
February 1997 Mentor to high school student, encouraging her in her studies.

1992 - 1994 **Disaster Relief and Emergency Home Repair**

- Team leader for Appalachia Service Project; rebuild a poverty house in Hazzard County, KY.
- United Methodist Volunteer In Mission; rebuild a home destroyed by Hurricane Andrew in South Dade County, FL.
- Qualified United Methodist Volunteers In Mission Team Leader.
- Weekly participant in emergency home repair.

1989 **Emmanuel Dining Room**  
Served lunchtime meal at a soup kitchen for homeless for a school term

## Education

The College of William and Mary in Virginia; May 1993  
Bachelor of Arts in Mathematics, Minor in Sociology; GPA 3.1  
Semester Abroad 1991, University of Aberdeen, Scotland

## Computer Skills

- CGI Programming
- HTML programming: Allaire HomeSite, Macromedia Dreamweaver
- Graphics Editors: Adobe Photoshop, Adobe ImageReady, Micrografx Designer
- Basics of Javascript, Visual Basic
- Windows 95 and Windows NT operating systems

### **Language Skills (albeit a bit rusty)**

- Conversational knowledge of Spanish
- Basic American Sign Language skills

### **Strengths**

The following comes from customers and peers evaluating Cindy, 1998.

- Acts on own initiative
- Flexible; aware of environment and responds rapidly to changes
- Quality-conscious; acts on influencing others to maintain high level of quality
- Dependable, reliable, trusted by peers
- Open, direct, willing to say what needs to be said, shares appropriate information
- Recognizes the contributions of others, and is very effective at communicating appreciation
- Excellent at teamwork, people skills are just great, wonderful at working with people, typically on people's good side
- Fresh approach to things, critically examines past practices to insure they are still valid, always on the lookout for process improvements
- Recognizes the value we provide to our customers, is focused on contribution to team and division
- Investigative skills; excellent at putting together all the pieces to make the big picture
- Empowerment; empowers self, takes ownership and drives forward
- Takes pride in honesty, candor and openness