

Kethyr Solutions
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Sean Eric Armstrong

Current 1-03 to present. Kethyr Solutions.

FOUNDER AND DIRECTOR: Provide communications, advertising and marketing services for small businesses and organizations. Create profitable marketing campaigns and help small businesses with Internet marketing, copywriting, designing successful Websites and microsites, creating e-mail marketing campaigns, Website search engine optimization (SEO), pay-per-click (paid-search) campaigns, and display advertisements. Provide Internet marketing and marketing consultation and evaluation services to small business owners and organizations. Manage and supervise the administrative operations of business. Develop and maintain system infrastructure and operational systems to maintain quality assurance across a diverse network of vendors and sub-contractors including graphic artists, Website designers, computer programmers, printers and support staff. Successfully help numerous clients market and grow businesses using the power of the written word and the Internet.

Also provide research and training on marketing, Internet marketing, and effective business communications.

Training & Development

10-07 to present. Kethyr's CAMEL Report.

PUBLISHER: Publisher and author of free monthly newsletter and various white-paper reports dedicated to helping small business owners meet the communications, advertising and marketing needs of the 21st Century.

Prior Experience

1999 to 2003. Gemstar-TV Guide International, Inc.

PRODUCTION MANAGER – Provided production and project management for conversion of content to eBook format. Developed technical assistance and training programs for publishing partners and content conversion providers. Developed production systems for publishing partners, Gemstar, and content conversion providers. Performed evaluation and training of prospective and recently signed content conversion providers. Developed quality assurance procedures for all trade book conversions. Provided time and cost evaluations in support of Sales and Professional Services departments. Created and implemented HTML, CSS and OEB specifications to design and markup eBook content. Provided training for publishing partners and conversion vendors. Customer service and technical liaison between publishers, vendors, and Gemstar.

2000 to 2001. FatBrain.com/MightyWords Inc.

CONTRACTOR - Provided production and project management for conversion of content to eBook format. Developed technical assistance and training programs for publishing partners and content conversion providers. Developed quality assurance procedures for all content conversions. Provided training for publishing partners and conversion vendors.

1993 to 2001. Various Sales Positions

Worked on commission and tips for various retail establishments including Macy's, Inc. and several San Francisco Bay Area restaurants.

Publications

- A Winning Strategy To Land Potential Clients And Build Your Practice. SCV-CAMFT News. 2008.
- 10 Ways to Make Your Speeches More Powerful and Persuasive. Kethyr's CAMEL Report. 2008.
- Secrets of Writing Winning Online Marketing Copy, Part 1 — The Power of a Good Story. Kethyr's CAMEL Report. 2008.
- Secrets of Writing Winning Online Marketing Copy, Part 2 — Discovering A "Winning Tone". Kethyr's CAMEL Report. 2008.
- 11 Easy Things You Can Do Right Now To Fix Your Website. Kethyr's CAMEL Report. 2008.
- What Business Owners Don't Know About Price. Kethyr's CAMEL Report. 2007.
- The Art of Self-Promotion: Tame Your Self-Marketing Fears and Build Your Business. Kethyr's CAMEL Report. 2007. SCV-CAMFT News. 2008.
- The Direct Way to Market Your Business: An Introduction To Direct Response Marketing. Kethyr's CAMEL Report. 2007. SCV-CAMFT News. 2007.

Education

UC Berkeley. Coursework in Perl Programming and XML. 2002.

Stanford University. Coursework in C programming. 2001.

Foothill College. Coursework in Data Communications and Unix Administration. 2000.

Other Training

2003 – 2004. Specialized training with American Writers & Artists Institute (AWAI): Copywriting and Internet marketing.