

# Ronald Holt

Web Developer, Craft Beer Expert

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## Summary

Web Developer, Business Consultant, Entrepreneur, Craft Beer expert.

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## Experience

### **Partner & Front End Web Developer at Awesurance**

July 2014 - Present (2 years 1 month)

- Built websites and did full-service online marketing for independent insurance agencies located all across the United States.
- Worked with dozens of clients on projects as diverse as:
  - Websites
  - Blogs
  - Landing/Squeeze Pages
  - Online Learning Courses
  - PPC Advertising (Google Adwords / Remarketing)
  - Banner Advertising
  - Online Magazines
  - Company Intranets
  - Internal Social Networks
  - Mapping HTML forms to PDF documents
- Worked extensively with Wordpress as a content management system and a development platform.
- Developed many custom Wordpress themes for client websites.
- Worked with HTML5, CSS3/Bootstrap/SASS, JavaScript/jQuery, and PHP.
- Promoted to Partner after one year.

### **Co-Founder & Owner at North Bay Brewery Tours**

November 2010 - Present (5 years 9 months)

North Bay Brewery Tours is a tour bus company that specializes in all-inclusive guided tours of local craft Breweries, Wineries, Cideries, & Distilleries.

North Bay Brewery Tours is based in the San Francisco Bay Area. In addition to guided tours, we are also available for transportation-only jobs, beer & food pairings, speaking engagements, or anything else where our expertise is needed.

The Story:

Together with my partners James Holt & Robert Watkins, we turned a small amount of investment capital, a huge amount of hustle, and a passion for sharing craft beer and our native home of Sonoma County into a thriving tour bus business. Like most business owners, I have worn a lot of hats and gained a wide variety of experience in building this business. Going forward we have an eye towards growth as we continue to reinvest in the company by building our fleet, our services, and our territory.

While still involved as an owner, I personally have stepped back from the day-to-day management of North Bay Brewery Tours to pursue a career in web development as well as other business opportunities.

### **Part-Time Sales Manager at Thalassic Media LLC**

January 2010 - December 2010 (1 year)

Thalassic Media was a Web Design / Graphic Design company. Its main focus was to improve the process of client interaction by involving them in each step along the way.

- Explored marketing opportunities for a professional web designer
- Developed a lead generation process from scratch
- Managed all non-technical project details including client interaction, hiring subcontractors, and making sure deadlines were met

### **Senior Business Consultant at OhCal Foods LLC / SUBWAY**

April 2008 - November 2010 (2 years 8 months)

OhCal Foods is the Development Agent for SUBWAY restaurants in Los Angeles County. Primary responsibilities included protecting the SUBWAY brand, improving same store sales and operations, and developing the territory by opening restaurants.

- Evaluated restaurants based on product safety and quality, operations, service, and compliance with SUBWAY standards
- Facilitated the opening of 11 different restaurants and helped franchisees manage growth
- Managed a team of five Business Consultants
- Ensured that a set of up to 170 restaurants was evaluated each month and held to strict operations standards and sales goals
- Helped franchisees improve their local store marketing using a variety of techniques
- Reviewed weekly paperwork and identified areas of opportunity with inventory, sales, and operations

- Created training materials and action plans for franchisees and managers
- Pioneered various technology initiatives (including a mobile solution for GPS and hours tracking for field staff and a bar code check-in system for large events)
- In one year, promoted from 'Business Consultant' to 'Senior Business Consultant'

### **Student Consultant at Sonoma Mountain Business Cluster**

August 2007 - December 2007 (5 months)

- Completed a Market Report, Industry Analysis, and explored marketing opportunities for a small business incubator
- Drafted pro forma financial statements based on available data

### **Student Consultant at Guayakí Sustainable Rainforest Products, Inc.**

January 2007 - May 2007 (5 months)

- Completed a Market Analysis of the college student demographic and beverage preferences
- Identified promotional opportunities and potential strategic partnerships to introduce college students to yerba mate tea

### **Line Manager at The Home Depot**

March 2005 - August 2006 (1 year 6 months)

- Managed a team of 8 cashiers
- Provided a high level of customer service and helped run all of the front-end operations

### **Administrative Assistant at Gilliam Enterprises**

January 2003 - January 2005 (2 years 1 month)

- Assisted in preparation of tax forms
- Responsible for filing and office organization

### **Sales Manager Internship at Varsity Painting**

April 2004 - August 2004 (5 months)

- Marketed, estimated, and sold house painting jobs
- Completed formal Sales and Paint training

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## Skills & Expertise

**Entrepreneurship**

**Marketing**

**Customer Service**

**Management**

**Start-ups**

**Sales**

**Training**

**Tourism**

**Business Development**  
**Web Design**  
**Strategic Planning**  
**Business Planning**  
**Social Media**  
**Sales Operations**  
**Consulting**  
**Corporate Social Responsibility**  
**Sales Management**  
**Retail**  
**Research**  
**International Organizations**  
**Marketing Strategy**  
**CRM**  
**Lead Generation**  
**Current ServSafe Food Protection Manager Certification**  
**HTML5**  
**Cascading Style Sheets (CSS)**  
**PHP**  
**WordPress**  
**JavaScript**  
**Git**  
**jQuery**  
**Node.js**  
**Bootstrap**  
**Web Development**  
**Adobe Photoshop**  
**Adobe Illustrator**

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## Education

### **Sonoma State University**

BS in Business Administration, Small Business Management, 2003 - 2007

Activities and Societies: International Business Association, Ultimate Frisbee, Business Administration

### **Free Code Camp**

Full Stack Web Developer, Computer Engineering, 2015 - 2015

International Organizations and International Law, 2007 - 2007

### **University of California, Berkeley**

International Organizations and International Law, 2007 - 2007

### **Rancho Cotate High School**

High School Diploma, College Prep, 1999 - 2003

Activities and Societies: -Played in the school band -Volunteered as the Stage Manager for performances  
-Assisted in teaching the first two years of the Guitar Class -Started on a team that won two football championships for the North Coast Section

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## Volunteer Experience

### **Web Developer at Central Oregon Pride**

March 2016 - Present

Volunteered my services to build a new website for the local Central Oregon Pride organization, a part of the Central Oregon Human Dignity Coalition.

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## Certifications

### **Cicerone® Certified Beer Server**

Cicerone Certification Program

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## Languages

**English**

(Native or bilingual proficiency)

**Spanish**

(Elementary proficiency)

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## Test Scores

### **Mensa IQ Test**

Score: Top 2%

Not currently an active Mensa member, but scored in the top 2% on their IQ test.

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[Contact Ronald on LinkedIn](#)