



JOHN COLEMAN

ENTREPRENEUR / CREATOR

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PROFILE

I am an entrepreneur: I love to invent, to solve problems, to help people. I see the world in terms of what it lacks, and I tend to ask "why not?" more than I ask "why?".

I am a problem solver: I find joy in intense, creative problem-solving. I love the process of capturing the ultimate vision of what a product/service can be then finding revolutionary ways of producing exceptional results.

I believe in people: I love to see, and help, others win. Whether through crafting and executing exceptional customer experiences, or by sharing vision, leadership, and experience to help others find their own success; I thrill in seeing others triumph.

ACHIEVEMENTS

- Founded and built sales in multi-million-dollar consumer electronics ecommerce business from \$0 to over \$5M, selling 50,000 units of a custom-engineered, designed, and assembled product line, all on the web.
 - Devised, designed, and pitched "follow" feature to amazon.com, which is available across their entire site (including internationally).
 - Saved former employer \$50,000 my first 90 days on the job by designing and implementing an automated software installation system.
 - Created and implemented several full ecommerce website redesigns that resulted in an average of a 2x conversion rate gain, resulting in doubling of sales.
 - Turned around inefficient and unfocused multi-million-dollar website project, resulting in the rapid design and development of new cutting-edge portal website.
 - Launched and grew five businesses since 2001 in industries ranging from consumer electronics (manufacturing and consumer marketing/sales), creative services (web/app design & development), technical services (IT services, including networking, support, and security), website hosting, and professional and technical consulting.
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EMPLOYMENT

1123IT, LLC

<http://1123it.com>

Spokane, WA

2014-Current

Managing Director / Principal / Founder

- Founded and built specialized IT services business, catering to healthcare clients.
- I manage projects and coordinate technical staff to provide day-to-day management of technical operations as well as exceptional end-user support.
- I provide technical consulting to clients, helping them leverage their technology spending dollars and also make sure their networks are secure and reliable.
- I work with clients to design and deploy technical services; such as hardware, software, and systems for remote telemedicine.
- More than anything, my work involves providing an exceptional service to our clients. This not only involves sharing technical expertise, but also providing friendly, human-centered support, taking the time to design solutions that fit the needs, and workflow, of the client.

Spokane Falls Community College

Airway Heights Correctional Facility

Spokane, WA

2013-2014

Interactive Media Instructor

- Instructor of 'Interactive Media' at Airway Heights Correctional Facility (a medium security prison). Led two classes of 25+ adult inmates per semester.
- Classes included a very diverse group of students, teaching them skills ranging from visual design, to web design, to web development, to graphic design.
- Worked with inmates one-on-one to teach them the skills of independent, freelance creative work. My aim with this role was to teach inmates a creative, technical trade that would allow them to be more independent upon release.
- Over the course of my time teaching, I created and implemented enhanced curriculum based on real client projects. I taught students how to approach client creative work, how to pitch creative projects, and how to help clients solve problems.



EMPLOYMENT (CONTINUED)

1123Interactive, LLC

<http://1123interactive.com>

Spokane, WA

2006-Current

Managing Director / Principal / Founder

- Founded and built boutique web design and responsive development agency that works with clients to devise, create, and execute a cohesive online vision and strategy. In the course of this offering, I manage a staff of design, development and sundry other creative professionals, steering their effort to best accomplish client goals.
- I work closely with clients to create a design that acts as a true brand extension, capturing the essence of what makes them unique and appealing, and then crafting compelling web experiences that truly represent their business.
- I work with clients on their overall content and marketing strategy. Especially online, concise/potent messaging is critical, as is creative, pitch-perfect marketing and promotion.
- I work with clients to create a focus around what their overall goals are for their website, what the most efficient means of delivery of those goals would be, and how to measure the effectiveness of the site.

Universal Consulting Services

in Support of the National Center for Telehealth and Technology

Tacoma, WA

September 2008 - September 2009 (Contract Position)

Senior Internet Business Consultant / Technical Director

- Lead a diverse team of developers, designers, and usability specialists; coordinating personnel and tasks spread across multiple disciplines for \$10 Million per year website project aimed at assisting returning veterans.
- Introduced tools such as functional mockups, wireframing, rapid prototyping, advanced web analytics, user testing, Section 508 compliance validation, and CMS frameworks resulting in massive evolution and sophistication of project.
- Introduced and advocated for usability/user-experience project focus, leading to far more intuitive and effective interface decisions, direction, and design.



EMPLOYMENT (CONTINUED)

Senior Internet Business Consultant / Technical Director **Universal Consulting Services (Continued)**

- Introduced standardization around generally accepted web standards for design, usability, and the use of application frameworks to create far more reliable and effective interface development.
- Turned sluggish design process around by rapidly building mockups and prototypes, utilizing iterative cycles of 1-2 days for items that external developers were taking weeks to produce.
- Recruited and hired staff of exceptional UX designers, website designers, and other technical staff to build a robust team of experts to help steer the execution of the project.

Cobalt Cable

Spokane, WA / Austin, TX
2001-2008

Ecommerce Director / Principal / Founder

- Designed and developed multiple versions of website used in highly successful consumer electronics direct marketing business, integrating with several different ecommerce platforms, resulting in powerful and highly-effective customer ecommerce experiences.
- In the last website overhaul, I was able to nearly double the average order size, increase the conversion rate over 80%, and cut the return rate by 40%. I credit these gains to utilizing top-tier design methodology and execution, re-writing all website copy with highly effective and compelling text, designing a premium look and feel for the site, and retooling the ecommerce integration to be seamless and intuitive, culminating in an industry-leading quality of user experience and user interaction.
- Created sales growth from \$0 to over \$5M, selling 50,000 units of a custom-designed and marketed consumer electronics product-line on the web.
- Wrote all website and advertising copy, resulting in high website conversion rate and advertising ROI (averaging over 5:1).
- Hired and managed diverse staff, ranging from engineers, customer service reps, marketers, sales staff, and assembly and manufacturing personnel



EMPLOYMENT (CONTINUED)

Ecommerce Director / Principal / Founder Cobalt Cable (Continued)

- Designed entire customer experience, from product discovery, to smooth and easy order placement, to swift/accurate fulfillment of orders, to industry-leading warranty and return service. Every customer touch-point was designed to be outstanding, and as a result, our return rate was less than 4% (industry average was 12%).
- Designed and engineered multiple versions of entire product line, including design and engineering of custom products for professional and/or military use.

EDUCATION

Bachelor of Business Administration
Concentration in Management of Innovation and New Technologies
University of Washington, June 1998

VOLUNTEER WORK

- Board member and treasurer for Project ID. Project ID provides numerous programs for the developmentally disabled, including Special Olympics teams and recreational/social programs; serving the over 3500 developmentally disabled residents of the Inland Northwest. 2016-Current
- Business Coach for Window Dressing/Creative Enterprise. Creative Enterprise is a creative business incubator run by Window Dressing. Over the course of this program, I provided business startup advice and mentoring (product/service design, operations, financials, business plan, etc.) for two creative businesses, which both have launched. 2016



VOLUNTEER WORK (CONTINUED)

- Business Mentor/Advisor for SCORE, offering no-fee mentoring for small business clients on what is needed to start and run a business. The bulk of the mentoring work centers on assisting clients with solving problems in their businesses, product/service design and development, startup business issues, and general strategy and execution assistance. 2005-2015
- Business Advisor with the Small Business Development Center Program, working with business owners to offer no-fee advice and mentoring on how to apply strategy and planning to grow their business while increasing profitability, efficiency, and overall effectiveness. Specialties include assisting business owners with their online strategies, product development, effective marketing/promotion strategy, and highly customer-centric service and support systems to build effective, sustainable enterprises. 2006-2008

WRITING SAMPLES

Books:

Get Out from Under Your Business

A common-sense, real-world business book dealing with the common problems, as well as solutions, many people run into while running their own business. Written to be a complete guide to help people make their business work, rather than just spending all their time working for their business.

Kindle Version:

<http://www.amazon.com/dp/B004W4MDJG>

Read Individual Chapters (entire book is available for free):

<http://www.getoutfromunderyourbusiness.com/download-chapters/>



WRITING SAMPLES (CONTINUED)

Misc. Writing Samples:

An Audacious Plan to Save the US Postal Service (Essay):

<http://vaguelyvivid.com/audacious-plan-save-us-postal-service/>

Another Way to Think About Prison Recidivism (Essay):

<http://vaguelyvivid.com/another-way-think-prison-recidivism/>

Dear Blackberry: Why Didn't You Invent This? (Essay):

<http://vaguelyvivid.com/dear-blackberry-didnt-invent/>

The Four Big Questions (Blog):

<https://1123interactive.com/four-big-questions/>

You Can't Shrink Your Way Out of a Shrinking Problem (Blog):

<https://1123interactive.com/you-cant-shrink-your-way-out-of-a-shrinking-problem/>

All Websites are Marketing Projects (Blog):

<https://1123interactive.com/websites-marketing-project/>

Hiring by Design (Rather than by Default) (Blog):

<http://www.getoutfromunderyourbusiness.com/hiring-by-design-rather-than-by-default/>

The Funny Thing About Ideas (Blog):

<http://www.getoutfromunderyourbusiness.com/the-funny-thing-about-ideas/>