

# JESSE OLIVE

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## OBJECTIVE

To obtain position that maximizes my creativity, education and working experience while promoting a positive corporate image to all clients.

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## EXPERIENCE

- 2008-2009 **President, Sensible Business Solutions** **Knoxville, TN**  
Worked with Vice President to develop business model and marketing plan  
Recruited sales force in Knoxville & managed Wilmington Licensee  
Networked to develop outsourcing pool, referral sources and expand service offerings  
Led company meetings and phone conferences  
Correlated with attorneys to develop contracts for business needs  
Developed web and marketing collateral for clients and our company
- 2001-2008 **Owner, Evision Studios** **Charlotte, NC**  
Managed projects from conception to completion  
Facilitated sales efforts/developed strategic relationships with referral sources/contractors  
Conducted competitive research to establish competitive advantage  
Developed and managed a reputable brand in Charlotte, North Carolina  
Provided clients usability consulting, graphic design and HTML/CSS development  
Interfaced with clients to ensure customer service and retention
- 2001-2001 **Director of Internet Services, Pro Systems, Inc.** **Charlotte, NC**  
Networked to develop alliances with other businesses  
Led all sales efforts for web site design  
Interfaced with search engine optimization specialist to improve web site positioning  
Redesigned company web site and logo to improve visual aspects of brand  
Created online Flash presentation of products and services
- 1999-2001 **Lead Web Designer, Web Centric Development Group** **Knoxville, TN**  
Interfaced with sales, project manager, web developer, SEO specialist, from conception to completion of all projects  
Provided creative direction to interns and programmers  
Contributed to company meetings by offering suggestions for improving internal processes  
Educated sales and assisted them with estimates and answers to client questions in sales meetings  
Represented company by contributing to designer meetings  
Ensured customer service by fielding update requests and performing necessary tasks
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## EDUCATION

**University of Tennessee** **Knoxville, TN**  
Bachelor of Fine Arts – Graphic Design concentration

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## **TECHNICAL SKILLS & ROLES**

### **Roles**

Creative Director • Project Manager • Web/Graphic designer  
Brand Manager • Graphic design • Outsourcing Manager

### **Capabilities**

HTML • CSS • SEO • Flash Animation • User Interface Design • Graphic Design  
Blogging • Social Media • Windows, Mac

### **Software/Tools**

Adobe Creative Suite (Design Premium) • Flash, Basecamp • Word Press • MS Office  
Google Analytics • SEO Toolset • Google Adwords Keyword Tool

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## **RECOGNITION**

Runner-up - Metro Pulse's "Best Knoxville Web Site of The Year Award 2000"  
Runner-up - Knoxville Macromedia User's Group 2000 - logo design  
1st place - University of Tennessee's Homecoming Window Banner Contest 1996  
Certificate of Artistic Merit - Knoxville Museum of Art's 1994

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## **REFERENCES**

Available upon request