

# Theodore M. Wallerstedt II

## Objective

Provide premium services including online and direct design marketing. Utilize both the ability to think critically and creativity, in whatever new and challenging project awaits me.

## Summary

Independent freelance developer seeking to offer services that would match that of a high end design firm. Also interested in working as part of a team while growing current client base and fine tuning operations.

## Employment History

### **Freelance Design and Marketing** | Self Employed (Multiple Locations, 2011- *Current*)

- Analyze keywords and content design
- Analyze client and competitor search rankings and site design
- Report on findings and highlight flaws
- Update and implement marketing design and strategy
- Design and create chic yet acquiescent, mobile compatible, websites
- Network with other professionals to provide state-of-the-art services in design and marketing

### **Paralegal** | Goldstein Law Office, PA (Golden Valley, MN, 2010-2011)

- Research and design forms that accomplish the discovery and collection of debtor assets
- Research family, collection, business, tax, class action, ethics, and probate law via Lexis Nexis and Westlaw databases.
- Discover personal location and information via skip tracing with use of Lexis Nexis
- Redesign a new interactive and dynamic website and regulate a new SEO marketing campaign
- Interview and oversee paralegal and web design interns to work on legal, administrative, and direct and online marketing projects

### **Sales Manager and Web Designer** | OEM Car Audio LLC (Burnsville, MN, 2009-2010)

- Design thousands of ads via EBay
- Update and design web pages and navigation, consistent with EBay ads.
- Optimize search engine results and hits per day on multiple domains
- Track total sales and meet sales incentive goals
- Manage office and troubleshoot any IT related problems

### **Night Auditor** | Best Western (White Bear Lake, MN, 2009)

- Balance all cash, credit, and other payment type portfolios
- Complete day switch, and create multiple management reports
- Perform all essential and hospitality related, tasks
- Provide great customer service and assistance

**Branch Teller | US Bank (White Bear Lake, MN, 2008-2009)**

- Offer all transactions done within the branch; deposits, withdrawals, payments, etc.
- Give advice on financial situations, regarding debt consolidation and future investment strategies
- Produce a high, quarterly monitored, sales goal, and refer customers new and better bank products
- Maintain a high level of customer loyalty, based on customer survey responses
- Ensure information security, and branch security, during all working hours

*\* The above two positions were held simultaneously*

**Customer Service and Independent Sales | Kasa Capital LLC (Minneapolis, MN, 2007-2008)**

- Answer inbound calls and provide customer service and sales support for yourhotcar.com
- Update billing and tracking information
- Inventory all returns and overstock, manually labeling and recording them within a database
- Operate independently to liquidate incoming inventory from a merge, overstock, and returns via eBay, Craigslist, and social networking sites.

**Education****B.B.A. (incomplete) | University of Minnesota, CLA (Minneapolis, MN, 2006-2008)**

- Graduated General College; Accepted at the College of Liberal Arts
- Incomplete for lack of funding
- Excelled in courses such as; Psychology, Freshman Seminar on Business, and Economics

**High School Diploma | White Bear Lake High School (White Bear Lake, MN, 2006)**

- Studied business related courses such as Micro Economics, Advertising, and Business Management
- Flourished in math classes thru Calculus
- Performed in numerous advanced and Advanced Placement courses.

**Extracurricular Activities****Principles Leadership | White Bear Lake High School (White Bear Lake, MN, 2006)****Model UN | White Bear Lake High School (White Bear Lake, MN, 2005)****Life Scout | Boy Scouts of America (Multiple Locations, MN, 1994-2006)****Lettered, Varsity Wrestling | White Bear Lake High School (White Bear Lake, MN, 2000-2006)****Volunteer Counselor | Tomahawk Scout Reservation (Rice Lake, WI, 2002, 2003)****Volunteer Counselor | National Guard Youth Camp (Little Falls, MN, 2005)**