

## carissa vivirito

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### work experience

#### **Shifting the Drift, LLC**, September 2007 - present

[www.shiftingthedrift.com](http://www.shiftingthedrift.com)

*Owner*

This is my organization in which I perform all of my strategic Internet consulting, publications, design, photography, training, education and speaking events. Some highlights of my accomplishments include:

- 'You Can't Get There From Here': My first published book, educational focus on Internet strategy and practices. Endorsed by two NY Times best-selling authors: Seth Godin and Jeffrey Eisenberg. View more by searching the title or my name on Amazon.com or at [www.youcantgetthere.com](http://www.youcantgetthere.com)
- Downward Dog Days: planned, led and promoted fundraiser project combining Yoga with a love for animals. Raised \$1,500 for the AZ Animal Welfare League ([www.downwarddogdays.com](http://www.downwarddogdays.com))
- Designed logos, Web sites, professional photography and marketing strategies for non-profit and consumer product organizations

Clients: BLUR Digital, Arizona Autism Coalition, The Phoenix Foundation, ICanLearnAnything.com, Bikram Yoga Institute, numerous self-published authors

#### **I-ology**, May 2005-September 2007

[www.i-ology.com](http://www.i-ology.com)

*Director of Internet Strategy*

I-ology is a Scottsdale, AZ based firm focused on driving business results via Internet Strategies.

Accomplishments include:

- Promoted from freelance contractor to executive team within 2 months of employment
- Contributing member of team management resulting in extremely profitable financials, company strategy, hiring & performance measurements
- Responsible for 3 of 4 company service lines over 2 years including profitability, employees and service delivery totaling 90% of company revenue (Web Design, Development, Online Marketing & Consulting)
- Doubled revenue for Design & Development service line in 10 months
- More than tripled revenue for Online Marketing in less than a year
- Lead sales producer with just under \$1M in less than 6 months, 375% over 6 month goal
- Sold 268% above sales goal for 2006 (\$385,800 of \$144,000)
- Consistently met or exceeded department gross profit margins
- Lead all Strategic Internet Consulting for company, closing larger agreements ranging in size from \$25,000-\$200,000, near 100% close ratio after recommended approach presentation given
- Presented strategies that allowed clients to see a Return on Investment upwards of 500%
- Established and documented formal Design & Development process inclusive of estimating, project management standards, functional specification & information architecture practices

Clients: iGo Wireless Devices, Meritage Homes, Arizona Super Bowl Host Committee XLII, PebbleTec Pools, Phoenix School of Law, Kitchell, Buckeye Valley Development, Stardust Development, Tartesso

#### **Rhino Internet Solutions**, December 2000-March 2005

[www.rhinointernet.com](http://www.rhinointernet.com)

*Senior Information Designer / Business Analyst / Photographer*

Rhino is a Tempe, AZ based Web Development firm. Responsibilities & accomplishments included:

- Provide professional heuristic evaluations of web site usability, make recommendations for changes, inclusive of site user flow analysis, ease of navigation and site content evaluations
- Establish, implement and lead the company's site architecture requirements practice inclusive of all documentation, conceptualization and management to scope / deadlines
- Direct and shoot photography sessions for professional presentation on web sites
- Prove the value of rigorous planning up front in projects both internally and to clients
- Guide clients through discovery and make the best recommendation for their business needs
- Lead integration of multiple divergent company websites into one cohesive and usable piece
- Provide content expertise via development plans, web copywriting, consultation and editing
- Develop visual user interface designs, creating user-focused layouts consistent with brand
- Compose technical documentation such as user and style guides

Clients: Del Webb Corporation, Phelps Dodge Corporation, Insight, Phoenix Coyotes, Beverly Enterprises, Phoenix Zoo, Mercedes Homes, Arizona Diamondbacks

**Dragonfleye, 1997 – 2007** (Rolled into larger Shifting the Drift organization)  
*Owner*

Dragonfleye offered services ranging from Web site strategy and creation, clothing and linen creations, to photography and interior / environmental design. The self-created identity system has been applied to all of my marketing materials including clothing labels, business cards and promotional pieces. Some of the projects I worked on included:

- Family and professional photography portraiture, restaurant and chef marketing photography package, website photography for interior designers, industrial, lifestyle and product photography
- Design and creation of custom bedroom comforter / linen / curtain ensembles, one-of-a-kind dresses, pants, skirts, purses, jewelry and illustrations
- Interior design and decoration of multiple rooms and home settings, selecting color palettes, furniture options, room arrangement and accent fabrics – also designing and sewing original curtain and pillow touches, printing and framing personal photography as decorative elements

Clients: Zinc Bistro, Bonded Logic Insulators, Dream House Interior Design, Arizona Animal Welfare League, n-ergizing designs, numerous private clients

**Blattner Brunner, May 1999 - October 2000**  
*Interaction / Information Designer*

[www.blattbrun.com](http://www.blattbrun.com)

Blattner Brunner, located in Pittsburgh, PA, is a prominent marketing and interactive company with such names as Zippo, Tums and Heinz. While with the company, my accomplishments included:

- Create concept, structure and flow maps to document the user interactions with a site
- Establish, refine and create new communication documentation for company workflow processes, distribute and translate new documentation across staff
- Help instruct new interns and information architects to create the company's documentation
- Perform quality assurance and user acceptance tests on developed applications
- Work within allotted hours for projects, consistently coming well under

Clients: PPG, International Art Institutes, Daily's Drink Mix, Knapp Shoes, Acosta, Careerpoint

#### education focus

**Communication Design, BFA w/ Honors, Carnegie Mellon University** Dean's List 1998-2000

A highly accredited private university recognized for its outstanding programs and thinking strategies; one of the top five design programs in the United States.

#### additional areas of study

##### **Photography**

Extensive skills ranging from printing craft and technique to experimental darkroom procedures for manipulating images and incorporating text for book formatting. Professional level of composition expertise, manual and digital image manipulation and image selection.

##### **Education**

Focus on elementary and early childhood child development, instructional techniques and lesson plan curriculum creation.

##### **Landmark Education**

Completed the Landmark Forum, Advanced Course, and Self Expression & Leadership Program in 2007

##### **Internet Marketing Explained**

3-Day seminar in Los Angeles, lead by Internet Pioneer and Guru Armand Morin

*References available upon request*