

DEREK B. DRAPER

(209) 484-2216 □ dbdraper@gmail.com □ <http://www.derekdraper.com>

EXPERIENCE

Red Shack Ventures, Inc. □ Menlo Park, CA

August 2007 – Present

Founder of Hola! Guide – a travel guide and business directory for Central America

- Developed site concept through direct market analysis
- Managed development & testing processes, including work with both onshore and offshore development teams
- Coordinated Hola! Guide launch in March 2009
- Currently operating Hola! Guide on a day-to-day basis, specifically focusing on SEO, marketing, content creation and sales

EMB Corporation, S.A. □ Bocas Del Toro, Panama

February 2007– July 2007

Founder

- Launched Panamanian corporation focused on international real estate.
- Worked directly with Ngobe-Bugle indigenous tribesman to clear & cultivate land.

Fisher Investments Institutional Group □ Woodside, CA

Associate Vice President Team Leader

May 2005 – January 2007

- Managed a group of sales professionals responsible for building relationships with prospective clients via telephone.
- Received highly-positive evaluations based on the productivity and work quality of direct reports.
- Created and documented a formal, group-wide training curriculum for new and existing employees.
- Constructed a compensation package, incentive plan and goal structure for employees.
- Conducted both internal and external personnel searches for the Associate Vice President position.
- Drafted and delivered performance evaluations.

Business Analyst

July 2004 – January 2007

- Envisioned, planned, developed, implemented and enhanced business applications and technology.
- Worked directly with senior managers on tactical sales strategies and campaigns.
- Built and maintained a robust internal reporting framework where none existed previously.
- Improved process workflow through data gathering and analysis.
- Collaborated with the Information Technology team to ensure business objectives were met for various projects.

Vice President

February 2004 – June 2004

- Youngest Vice President at the company at age 23.
- Responsible for marketing to various types of Midwestern organizations with up to \$500 million in assets.
- Scheduled and conducted formal, in-person product presentations with prospective clients.

Account Executive

September 2003 – January 2004

- Cultivated relationships via telephone with senior-level executives at large organizations.
- Educated prospective clients about the firm and its institutional investment strategies.
- Conceptualized, drafted and disseminated marketing material to improve brand awareness.
- Recognized for building a relationship with a large corporation that resulted in a \$25 million sale.

EDUCATION

Dartmouth College □ Hanover, NH

September 1998 – June 2002

Bachelor of Arts, Economics and Psychology (double major)

OTHER

Marketing

- In-depth study of internet affiliate marketing space and opportunity therein
- Good understanding of search engine optimization practices and techniques
- Experience running many search engine marketing campaigns, using Google Adwords

Computing

- Skilled in the programming languages PHP, CSS, HTML, AJAX, Javascript and MySQL
- Highly proficient in Microsoft Suite programs with an emphasis on Access

Personal Highlights

- 4-year varsity letter winner, Dartmouth College Baseball
- Dartmouth Sphinx Senior Society Member
- Licensed Private Pilot by the Federal Aviation Administration
- Founder of the Dartmouth Entrepreneurial Network of the Bay Area in 2008