

Ron O'Dell  
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Journalist, copy editor, retail, shipping/receiving

Qualifications:

Extensive computer and internet experience  
Excellent writing ability  
Perfectionist's eye for detail  
Experienced at working under deadline pressure  
Experienced at dealing with public  
Experienced at building computers

Skills:

Computer owner since 1980  
Online since 1984 — internet since 1986  
Familiar with various flavors of UNIX, Mac, Windows, MS-DOS, HTML  
Enjoy helping people and teaching basic skills

Experience:

Shipping/Receiving, Customer Service, Web Editor; MicroController Pros Corp./LLC, 2003-2016

Handling global orders, processing credit card transactions (and fraud detection), taking customer calls/emails, minor tech support, receiving, inventory control, managing web site (adding and maintaining product pages, categories, and documentation/software download links, etc.) for online electronics retailer.

Content Editor, Quality Assurance; Smartshop.com (American Freeway, Inc.), 1999-2001.

Identified products from multiple merchants for adding to online shopping database, requiring matching of identical products presented in various ways from several merchants. Wrote product descriptions and entered data into feature list database. Set up category names and features to list for comparison of products. Cleaned up existing categories to maintain uniform style and appearance of data entered by different editors, as well as verify accuracy of information, remove duplicate entries of single products, and ensure product feature data were interpreted the same way as other products in a given category. Assisted in training of new employees.

Customer Service, Software Sales, Merchandising, Inventory Control, Loss Prevention; CompUSA, 1998-2005.

Kept on when CompUSA bought out Computer City, and was employee of the month in first full month of working there, after stopping \$20,000 in attempted frauds including three attempts within two days. Was awarded five Loss Prevention pins. Created signage template used company-wide. Ensured installation and operation of new company programs and vendor promotions.

Front End, PBX Operator, Peripheral Sales; Computer City, 1997-1998.

Cashiering, customer service, opening and closing store, bank deposits, etc. Highlight was discovering evidence and following through to catch an internal thief.

Motorsports Correspondent; Santa Cruz County Sentinel, 1991-2009.

Racing coverage weekly during summer months (Watsonville Speedway, Ocean Speedway), in earlier years under a deadline described by editor as toughest of anyone at the newspaper. Occasional weekend features and coverage of major national and international events (Laguna Seca Raceway, San Jose Mile, San Jose Speedway).

Sales; Jim O'Dell Jr. Motorsports Photography, 1987-1990.

Working photo booth for customers at Watsonville Speedway. Implemented changes in presentation and pitch which increased overall sales and percentage of enlargements ordered compared to previous seller. Also took on responsibility of organizing negatives and sending enlargement orders to developers, as well as cataloging and arranging new prints for sale each week.

Education:

Passed California High School Proficiency Exam at age 15.

Editor-in-chief, chief copy editor, The Voice (Cabrillo College), 1991.

Attention for detail resulted in cleaner-looking pages than publication had seen in previous years, with fewer typographical and copy errors. Redesigned front-page logo to be less obtrusive, so headlines would stand out more. Changed choice of fonts to make type more readable and headlines more eye-catching.