

## Richard Saterstad

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Port Huron, MI 48060

(586) 339-8881  
rick@saterstad.com

Dear Potential Employer,

I am writing to express my keen interest in joining your organization and contributing to your team's success. With a diverse background encompassing entrepreneurship, graphic and web design, as well as sales, management, and marketing, I believe I can bring a unique perspective and valuable skills to your organization.

For several years, I operated a successful small design studio specializing in website/graphic design, web hosting, e-commerce, and print services. In this role, I functioned as the primary graphic and web designer, accumulating 24 years of experience in these fields. Moreover, I developed strong project management and client relations skills during this time. Additionally, I have cultivated valuable sales experience in both retail and B2B settings, providing me with an in-depth understanding of client needs and effective communication.

In response to the challenges posed by the 2020-2021 lockdown, I launched "Sandpiper-Air LLC // Flat-Hat Studio," offering aerial and land videography services. This side business allowed me to adapt quickly and seize new opportunities.

Furthermore, I served as a remote Marketing Director for a California-based publishing company during the post-lockdown period. This role sharpened my marketing skills and my ability to collaborate in a remote work environment.

Throughout my career, I have consistently played an instrumental role in contributing to the success of the companies I have been involved with, including my own ventures. My ability to learn rapidly and adapt to changing project requirements has been a key asset in achieving goals and objectives.

I have attached my resume for your review, which showcases my diverse employment history and relevant qualifications. If you have any current or anticipated openings for a professional who can swiftly integrate into your organization, I would be eager to discuss potential opportunities.

Thank you for considering my application.

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**Partial Portfolio:** <https://saterstad.com>

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I am a motivated and forward-thinking business professional with a proven track record of success in various areas, including business ownership, sales, marketing, design, advertising, management, and customer service. I approach challenges with a positive attitude and possess excellent written and verbal communication skills.

## QUALIFICATION HIGHLIGHTS - EXPERIENCED WITH:

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|--|--|--|
| <b>Professional Experience</b>   | <b>Professional Experience cont.</b>   | <b>Software Experience</b>   |
| <ul style="list-style-type: none"><li>• Design/Graphics Web &amp; Print</li><li>• Web Hosting/Administration</li><li>• E-commerce &amp; PCI Compliance</li><li>• Internet Marketing &amp; SEO</li><li>• Social Networking</li><li>• Web Hosting/Administration</li><li>• Sales/Management Experience</li></ul> | <ul style="list-style-type: none"><li>• Finance/Banking/Brokerage</li><li>• In-store Retail</li><li>• Territory/Client Management</li><li>• Team Management &amp; Training</li><li>• Public Speaking</li><li>• Customer Service</li><li>• FAA sUAS (drone) Pilot</li></ul> | <ul style="list-style-type: none"><li>• Adobe Suite/Google Workspace</li><li>• MS Office, Excel/Google Sheets</li><li>• Various CMS Programs</li><li>• Windows (all ver.) – Windows 10</li><li>• Microsoft IIS/Server Manager</li><li>• SQL Server Manager</li><li>• WordPress/Wix &amp; Plugins</li></ul> |

## PROFESSIONAL EXPERIENCE

### **BL Publishing (Charitable Printers)** Walnut, CA (remote) May 2022 – Apr 2023

In a highly diverse role, I assumed a leadership position encompassing management, ad sales, creative, and administrative responsibilities within a comprehensive marketing and charitable printing services company. I also served as advisor to the President, providing guidance on marketing and communications issues. Collaboration with the President, Sales Development Management Team, and advertisers was key to effectively shaping the company's mission and goals.

I fostered strong relationships with advertisers, program managers, community members, and organizations to advance the visibility of BL Publishing and its programs. My responsibilities extended to overseeing and coordinating various areas, including marketing, web development, graphic design and printing, social media, and administrative management, with a focus on program creation and evaluation.

#### **Marketing Director**

- Created all graphics and print programs complete design to print.
- Ad Sales
- Executive Assistant to the President.
- Sales and IT Training for New and existing Reps .
- IT for team and company.
- Report maintenance and daily logs (sales, commission, monthly summary, programs...).
- Webmaster/Web Developer.
- Update all employee manuals and sales pieces.
- Manage 22 venues and venue manager relationships.
- Manage Sponsor (advertiser) relationships.
- Wrote and launched new CRM and managed leads for reps (google sheets and Excel).

### **Sandpiper-Air LLC // Flat Hat Studio** Port Huron, MI 2021 – \*

In response to the 2020 lockdowns, I shifted my approach to earning a living by re-inventing myself. POC Media, originally launched in 1998, now continues on a smaller scale under FlatHat Studio. I seized the opportunity to launch Sandpiper-Air LLC // Flat Hat Studio during this period, absorbing the remaining POC Media clients and introducing Aerial Photography/Video. While Sandpiper-Air LLC // Flat Hat Studio exists as a hobby and side business, it allowed me to adapt and diversify my skillset.

#### **Owner**

- Aerial Adv/Aerial Video and Land Video
- Graphic Design and Web Development
- Print Design and Printing Services
- Corporate Branding
- Sales and Sales Management/Training

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## **Concentrix** (Remote) Ontario, CA 2020 - 2021

I worked in a high-volume call center, where I interacted with Medicare customers through inbound calls. I addressed their questions and concerns, providing them with the necessary support and achieving resolution for each call.

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## **ABC Warehouse** Ft Gratiot MI 2017 – 2020

At ABC Warehouse, a prominent retailer founded in 1963 and one of the Midwest's largest and most successful destinations for electronics, major appliances, TVs, mattresses, and furniture, I excelled as a leading appliance and electronics specialists.

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## **Flotronics, Inc.** Clarkston, Michigan 2013 – 2016

A full line stocking distributor of pneumatic equipment and accessories. Relatively large company of 30 years. The online store was launched in 2010 to supplement the primary brick & mortar business.

### **Web Marketing Director - Web Design/Developer/SEO Specialist**

- Graphic design and printing for all web related and non-web related sales pieces for company.
- Responsible for redesign, management, and upkeep of online store and corporate websites.
- Administration of in house web server/DB for online store and in house network server/DB for daily operation of business (ASP/SQL) as well as corporate web site (PHP/MySQL).
- Performed extensive ongoing SEO for both corporate and online store sites.
- Trained sales staff and management on new web features to be implemented for customer presentations.
- Directly responsible for Online Sales and PCI Compliance.
- Administrate/monitor/upkeep for all employee computers and network printers.

### **Notable Accomplishments**

- Increased web traffic by 180% via proper SEO, redesign and XML site mapping, and staff training.
- Increased web sales by 124% in 1<sup>st</sup> 12 months – \$136,000 to \$304,000.
- Increased web sales by another 32% next 12 months - \$304,000 to over \$400,000.
- Quickly and effectively achieved PCI compliance with both web and non-web sales.
- Changed and automated credit card processors for both web sales and non-web sales saving company approximately \$40,000 over 24 months.
- Re-branded Flotronics, Inc. via new logo, sales literature and business cards, websites.

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## **PROS Environmental Services** Port Huron, Michigan 2008 – 2010

I had the privilege of working with PROS, a company with a storied history dating back to 1954, specializing in a comprehensive range of environmental, industrial, and emergency response services. During my tenure, I served as the sole sales representative and supervisor, collaborating directly with the owner. In this multifaceted role, I excelled in sales, site supervision, and also contributed as a web and graphic developer.

### **Account Representative / Site Supervisor / Webmaster & Designer for Corporate Website**

- Design & implement company website.
- Performed extensive ongoing SEO for company website.
- Serviced existing clients and created new accounts.
- Supervised and assisted environmental technicians on-site.
- Negotiated rates with various disposal sites.
- Coordinated marketing campaigns targeting potential new as well as existing customers via e-mail.
- Provided graphic design and printing for all web related needs.

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## **DiveReps** Multi-State/Midwest 2006 – 2008

As a Manufacturers Rep for a company specializing in the Tech Scuba Diving industry, I played a pivotal role in promoting and representing their head-to-toe dive gear and accessories line. My responsibilities included conducting product demonstrations and expanding market reach by covering multiple stores across 9 states.

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## **POC Media** Marine City, MI & Royal Oak, MI 1998 – 2008

Proudly, I led POC Web Services to success as a thriving web development and hosting, graphic design, and print services company. During my tenure, the company employed a team of 3-6 individuals, in addition to collaborating with up to 30 affiliates. In 2006, I decided to downsize POC Web Services to explore other interests. However, 'POC Media' continued to serve a handful of clients throughout the years, demonstrating my commitment to maintaining strong client relationships.

### ***Design/Programming and Owner Manager***

- Sales and sales management/training
- Graphic Design and Web Development
- Corporate Branding
- Print Design and Printing Services
- Project Management
- Overall team management/art direction
- SEO and Social Networking
- Developed unique Private Label program resulting in 20-30 sales affiliates selling POC services (2000-2008).

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## **Michigan National Bank's IOIG** Troy, MI 1987 – 1998

As a Licensed Financial Planner and Stock Broker with Michigan National Bank's Independence One Investment Group, I provided a range of securities, including annuities, mutual funds, stocks, bonds, and insurance products, as attractive alternatives to traditional banking products for the bank's customers. My responsibilities included serving clients across 7 branches in Troy, Birmingham, Southfield, and Bloomfield Hills.

Licenses held: Series 6, Series 7, Series 63, Series 22, Life, Health, Code, Variable Contracts

### **EDUCATION**

- Pilot Institute (FAA sUAS Pilot Course)
- IDS Financial Planning Courses
- Macomb Community College
- Troy Athens High School