

CLAYTON BOWLER

708 North Washington Drive, Strafford, MO 65757
claybowler@aol.com • (847) 903-6015 • www.claybowler.com

PROFESSIONAL EXPERIENCE

MOGO, Inc., Westmont, IL

Jan 2007 to Present

Webmaster & Technical Writer

- Designed, developed, and maintain the Web site.
- Increased the search ranking by over 60 positions on Google.
- Engineered the computer help system on MOGO Dental Practice Management Software.
- Redesigned the MOGO Dental Software Evaluation CD.
- Create advertisements and press release graphics for dental journals like *Dentistry Today*.
- Design and create a trade show brochures.
- Responsible for editing press releases.

City of Strafford, Strafford, MO

Jun 2006 to Present

Webmaster & Content Writer

- Designed and created a new Web site that met its goals by providing useful information and services for the community.
- The new Web site has promoted business growth in the community and has invited new businesses to join the community through an economic development section.
- Maintain the Web site on an as needed basis.

Kodak Dental Systems, Rochester, NY

Oct 2003 to Sep 2004

Sales Representative

- Grew a sales territory in the mountain region that was responsible for the initial entry into the digital x-ray market.
- Responsible for sales of digital panoramic and cephalometric x-ray systems, SoftDent and PracticeWorks practice management software, clinical digital cameras, and cosmetic imaging software.

Ciraden, Fairfax, VA

Dec 2002 to Jul 2003

Sales Representative

- Responsible for sales of the internet subscription service and sales of the TigerView imaging software.

Meer Dental/Sullivan-Schein Dental/Accubite Dental, Canton, MI

Jun 1997 to Aug 2002

Hi-Tech Sales Representative for Perfect Manager Dental Software

- Assisted in developing a high tech dental equipment division that included the marketing of the Perfect Manager dental practice management software and computer hardware.
- Division grew to include the Meer/ViperSoft dental imaging software, digital x-ray, and clinical charting package.
- Lead the national sales force by being responsible for 57% of total installations.
- Assisted in on-site implementation and training.

TECHNICAL PROFICIENCIES

- Adobe Acrobat
- Adobe Dreamweaver
- Adobe InDesign
- Adobe Framemaker
- Adobe Photoshop
- DemoShield
- Fireworks
- Microsoft Access
- Microsoft Excel
- Microsoft Expression Web Designer
- Microsoft FrontPage
- Microsoft Outlook
- Microsoft PowerPoint
- Microsoft Visual Web Designer
- Microsoft Word
- Notepad ++ (HTML and CSS)
- RoboHelp XML
- Jet Propulsion Laboratories Nine Levels of Editing

EDUCATION

Missouri State University, Springfield, MO

Bachelor of Science in Professional Writing, Minor in Creative Writing

Dec 2006

MILITARY AND AWARDS

United States Army Academy of Health Sciences, San Antonio, TX

91E Dental Specialist

Apr 1991

- Graduated in top 7% of the class
- Two Army Achievement Medals

Eagle Scout

Jan 1985