

OBJECTIVE

Obtain a position utilizing my solid skill set in web design & development, account services & internet marketing research and technology.

QUALIFICATIONS

Comprehensive background in Web Design & Development, Online Display, SEM, SEO, Web Analytics and Internet Technology and Application

Extensive digital knowledge includes:

Development: XHTML, CSS, XML, Javascript, Java, Flash

Database: MySQL, MS Access, ASP.NET, Linux

Administrative & Tools: Adobe Suite, Microsoft Office, Visio, Photoshop/GIMP

CMS & Analytics: Joomla, WordPress, Google Analytics, AWStats

Online Marketing: AdWords (Google AdWords Professional), AdSense, Yahoo SM, Bing

EMPLOYMENT

Internet Account Manager | The Berry Company, Northeast | *October 2008 - Present*

- Consulted the strategy, design, development & marketing of over 800 Websites
- Managed & executed client marketing campaigns for small to mid-size business clients
- Provided & fulfilled customer service inquiries with maintenance and ongoing support
- Championed social media outreach & customer acquisition campaign for RochesterLocalLeads.com
- Trained & coached sales force on digital product offerings & sales tactics

Web Developer | Cannon Industries, LLC | *March 2008-October 2008*

- Performed a competitive website audit based on analytics, best practices and industry trends
- Implemented e-commerce solution for a B2B global company & forecasted successful ROI
- Fostered global growth of a national company by developing a user-friendly product catalogue

Database Administrator | Financial Firebird | *October 2007 – March 2008*

- Conceptualized information architecture and taxonomy for MySQL databases
- Developed squeeze pages for SEM campaigns & consulted on PPC execution
- Created lead generation funnels for the automotive, financial & mortgage industries

Web Developer | Local Info Company | *June 2009*

- Managed the creation and execution of over 20 national PPC campaigns for Salesforce.com
- Led the front-end development of 9 portal websites for All Things CRM

Flash Developer | Rochester Institute of Technology | *January 2006*

- Produced a flash website for deaf African students which contributed to Aids Awareness efforts
- Managed the back-end development utilizing action script & php

EDUCATION

BA, Information Technology | Rochester Institute of Technology, Rochester, New York | *May 2008*
GPA: 3.2 (4.0) | Concentration in New Media Interactive Development | Minor in Psychology