

Skilled at analyzing client websites, running tests, determining keywords, implementing SEO campaigns, estimating monthly costs, optimizing copy and landing pages, and monitoring the competition. Demonstrated communication and interpersonal skills combined with the ability to build robust relationships and synergy across business lines to drive positive change.

Technical Proficiencies

Photoshop, Illustrator, InDesign, Dreamweaver, HTML, XHTML, CSS, Firebug, Google AdWords, Google Merchant Center, Google Webmaster Tools, Google Analytics, Google Trends, DNN CMS, Spinx CMS, WordPress CMS, HubSpot, Semrush, Visual Studio, jQuery, Subversion(SVN), Constant Contact, B2B & B2C, and many different In-house CMS.

Professional Experience

ptgraphix, Laguna Niguel, CA 2022 – current

Marketing / SEO

Make adjustments and suggestions to company sites, to help sustain and increase web presence with no help or need of using PPC marketing unless required to reach client's goals, and only adjust things to meet the requirements.

KidsBlanks, Santa Ana, CA 2021 – 2021

Online Marketing / Sales

Make changes on pages and URL's that were required to assist in the marketing. Helped to clean or add relevant content to help improve their search results across the web.

Orion Systems Integrators, Edison, NJ 2020 – 2020

SEO Specialist

Researched through existing content on several company websites and in the content pages to find areas or sections that needed updates or changes, but mainly made lists to use or look over with their teams for changes that were needed.

Bivar, Inc., Irvine, CA 2013 – 2020

Website Coordinator

Managed and performed the SEO changes, improvements, and additions within the existing DotNetNuke 6.3 CMS platform as per demand and needs. Coordinated and discussed the updates and changes to the Bivar corporate websites as well as Califia Lighting website changes after up-gradation to DNN 7 by attending various meetings. Gathered relevant data and designed wireframe mockups that enabled the pages easier for visitors to find the products. Researched optimal URL page naming, META page titles and descriptions for usage after the site transitioned from DNN 6.3 to version 7, and are now thankfully in WordPress because of my insights, and to save money, and to help with SEO since DNN was not appropriate for the goals they were seeking.

I took Bivar.com from the 55th Search Engine Results Page to the 1st page for common relevant searches matching their products within months of implementing common SEO strategies.

Also created the company's main site, sister company site Califia Lighting, and the company's intranet site for usage by all employees by collecting relevant information and data within.

ProShot Golf, Irvine, CA 2012 – 2013

Webmaster

Defined and executed the Google Analytics and Webmaster Tools as per requirements. Prepared plan for a new CSS front-end design within the existing ASPX .NET platform. Formulated test pages for all of the new additions and changes within CMS by modifying Master pages before going live. Developed the existing site, while working for an old employer and brought it into ProShot Golf in 2012 to support the update of the site and enhance the changes and additions. I also designed the main website when I was a web designer, many years ago when I did web design mainly and began learning SEO immensely about 6 years before.

Enabled SEO improvements and additions to increase target keyword and audience reach.

Vinotemp International, Irvine, CA 2012

Webmaster

Accomplished entire website updates, changes, improvements, and additions on the 10 plus domains that the company owns which all also relate with each other by working with the marketing team. Identified weak areas, modified, improved, and created several custom CMS-based ASPX pages as well as made adjustments to existing pages to support SEO. Collected photos of products that were required to be added to the website and modified them as per demands.

Established and tested custom HTML emails in various email clients by using Constant Contact to send.

Built XHTML landing pages to use with PPC ads which helped AdWords and resulting in the highest conversion rates over all of the past ads plus lowered the CPC for all ads.

Additional experience as a Web Designer at Ziptask Inc., and HeyGoTo Inc., Web Publisher at Arbonne, Web Designer at Web Advanced, Graphic Artist at Toplingo, Inc., and Waiter at Carrows in Huntington Beach.

Education

AS in Multimedia 2001-2003

Brooks College, Long Beach, CA