

Analytical and results-driven professional with substantial experience in web designing, search engine optimization, and online marketing and advertising. Skilled at analyzing client website, 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, Understanding of Web Content Accessibility Guidelines (WCAG), and In-house CMS.

Advanced Google Analytics Certified

Professional Experience

KidsBlanks, Santa Ana, CA

3/2021 – 12/2021

Online Marketing / Sales

Performed website changes on the pages and URLs that required them, and helped to clean or add in relevant content to help improve their search results across the web.

Orion Systems Integrators, Edison, NJ

9/2020 – 12/2020

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 was mainly making lists to use or look over with their teams for changes that were needed.

Bivar, Inc., Irvine, CA

7/2013 – 8/2020

Website Coordinator/SEO Specialist

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. Conducted research about optimal URL page naming, META page titles, and descriptions for usage after site transitioning from DNN 6.3 to version 7, and now are thankfully in WordPress.

- Took Bivar from the 55th to the 1st Search Engine Results Pages (SERP) for many items they make and sell worldwide.
- Created the company's main site, sister company site Califia Lighting, and the company's intranet site for usage of all employees by collecting relevant information and data.

ProShot Golf, Irvine, CA

2/2012 – 3/2013

Webmaster

Defined and executed the Google Analytics and Webmaster Tools as per requirements. Coordinated with 3rd party that made a custom video during implementation into the existing homepage with CSS to facilitate in gaining new business. Prepared plan for a new CSS front-end design within the existing ASPX .NET platform. Formulated the test pages for all of the new additions and changes within the CMS by modifying Master pages before going live. Developed existing site, while working for an old employer and brought in to ProShot Golf in 2012 to support the update of site and enhance the changes and additions.

- Enabled the SEO improvements and additions to increase target keyword and audience reach.
- Facilitated the completion of minor web edits and product photography in timely manner.

Vinotemp International, Irvine, CA

3/2012-9/2012

Webmaster

Accomplished the 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 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 required to add into 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 several custom XHTML-based landing pages to use with PPC ads that drove on AdWords and resulted in the highest conversion rates over all of the past ads plus lowered the CPC for all ads.

***Additional experience** as Web Designer at Ziptask, Inc. and HeyGoTo, Inc, Web Publisher at Arbonne, Web Designer at Web Advanced, and Graphic Artist at Toplingo, Inc.*

Education

AS in Multimedia

Brooks College, Long Beach, CA