

# keri gerheart

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## EXPERIENCE

### **PASSPORT Magazine**

New York, NY; March 2019-Present

- **WordPress Developer:** Regularly added new features and content to a media network of four websites, utilizing both custom built solutions and commercially available WordPress plugins. Optimized ad-heavy sites to ensure a positive UX and improve SEO. Updated current network of sites for security, usability, and SEO. Maintained Dedicated Server.

### **Robert Collins and Associates**

Calgary, Alberta, CA; October 2018-Present

- **WordPress Developer:** Fully developed multilingual WordPress website and regularly added and updated features of existing client sites by leveraging and extending WordPress core hooks and features, custom PHP/JS, ACF, and various APIs. Oversaw site updates and maintained Git repositories for various client sites. Utilized Google Tag Manager and custom JS to track various metrics and actions for client sites.

### **Trace Media Marketing**

New York, NY; May 2013-Present (Full-time Contractor until 2017, Freelancer February 2017-Present)

- **WordPress Developer:** Fully developed several WordPress websites, built custom themes and applications for clients. Handled migrations, maintenance, and security for many client sites. Updated current client sites for UX, mobile, and SEO improvements. Maintained in-house website and server.
- **Project Manager:** Collaborated with clients and outside vendors to plan and structure projects that ensured project deliverables were completed on time and within budget. Used a variety of analytical tools to create detailed client reports. Responsible for hiring and negotiating with outside vendors such as writers, designers, and web developers.
- **Internet Marketing Strategist:** Developed and implemented internet marketing campaigns for a diverse group of clients across various web platforms. Created SEO, SEM, content, and social media strategies based on keyword volume and current performance that resulted in clients seeing increases of up to 100% in overall website traffic.

### **Internet Assets**

New York, NY; November 2010- December 2011

- **Digital Content Manager:** Online content management and production of digital assets- video, images, and copy. Daily Content uploading and publishing via proprietary CMS. Worked with dev team to design new CMS.
- **SEO Specialist:** SEO/SEM keyword research/analysis, creation and execution of link building campaigns resulting in 41% increase in total traffic and first page results for high competition keywords. Implementation of onsite SEO campaign, management of offshore link builders, SEO copy writing.
- **Webmaster:** General oversight and maintenance for several sites with over 1 million uniques per day. Bought and sold traffic and hardlinks, managed affiliate program. Created and managed blogs and social media presence for multiple sites.

### **Edible Magazines**

Brooklyn, NY; September 2009 to December 2012, February – September 2014

- **Web developer (freelance):** Built and co-designed subscription website using CSS, HTML, Javascript, and the shopping cart software Shopsyte. Regular website maintenance and updates to features. Maintained and improved three WordPress websites including building custom forms and integrations.

## EDUCATION

- B.S., Business, The City University of New York, New York, NY