

Internet Director Internet Director Internet Director - Showcase Publications, Inc Lakeland, FL

Experienced Internet Director and leader with 15+ years of management experience and 23+ years of workforce experience. Strong knowledge of search engine optimization: URL rewrites, keyword research, content development, site optimizations, brand management, competitive analyses, interlinking, and inbound link building. Thorough knowledge of front- end web design and development. Proficient in CSS/CSS3, HTML/HTML5, and Bootstrap 3+ framework. Working knowledge of dynamic back- end programming using Classic ASP. Experienced in project management with a strong knowledge of the web development process. Exceptional ability to work as a liaison between clients, business units, and development teams. Managed and administered Google PageSpeed and Webmaster Tools to improve site load performance. Experienced with generating detailed traffic reports via Google Analytics and Webtrends Infinity Analytics. Knowledge of system architecture, database modeling, and database management for web based properties. Knowledge of website security, encryption and SQL injection prevention. Authorized to work in the US for any employer

Work Experience Internet Director Showcase Publications, Inc - Lakeland, FL November 2002 to Present

Accomplishments & Experience: Managed daily internet operations for a 50+ million dollar advertising company. Directed front- end and back- end web development teams on multiple current and on-going projects to deliver online services integrated with social media, SEO, content management, and publications. Utilized resources in an efficient manner, and maintained cooperative, motivated, and successful teams. Worked with internal teams to develop and validate project schedules. Established project plans with a clear understanding of time management and how long component activities should take. Managed quality assurance by testing creatives for cross browser compatibility on all modern browsers and devices. Conducted daily analysis of project plans, shifting priorities based on immediate business needs. Developed project phases in order to meet aggressive launch deadlines and prevent project creep. Participated in designing, planning, building, and testing an entirely new platform to allow our company to scale for future growth. Utilized latest technologies, including CSS3, HTML5, Bootstrap, C#, Razor, MSSQL, Distributed Shared Memory Cache Servers (Memcached), and

SOLR. Provided exceptional client account and inventory management support with clear communication and timely status updates for thousands of automotive dealerships. Cultivated strong relationships with third party data vendors to increase website inventory from 33,000 units to 1.2 million units. Designed an inventory import system that automatically obtained (HTTP/FTP/Web Services), processed, and transformed large data feeds from third party data vendors. Restructured website search optimization resulting in increased searches and site conversions by 30%. Increased search engine speed by installing Distributed Apache SOLR Servers to implement full-text search with faceted results and to relieve load from critical database servers. Monitored and generated corporate website and social media analytics reports for senior management, sales and marketing teams. Senior Front End Developer Showcase Publications, Inc - Lakeland, FL July 2001 to November 2002 Accomplishments & Experience: Communicated directly with clients to establish project scope, interaction guidelines, marketing, and project timelines. Analyzed competitor web sites and provided feedback during project milestones. Established and maintained company design guides and documented naming convention standards. Created code libraries to assist and improve the efficiency of front- end development. Designed in-house web-based account tracking and inventory management services for a large network of automotive dealerships. Created custom template systems for rapid development of dealer based websites. Implemented company blogs and established social media strategies to assist marketing goals. Established a network of writers to build unique, quality content. Created email templates in text, ADF (Auto-lead Data Format), and HTML for company websites, email marketing campaigns, and newsletters. Migrated legacy Access databases, spreadsheets, and text files to Microsoft SQL Server. Designed relational databases for new projects and applications. Webmaster / Front End Developer MusicFans.com, Inc - Lakeland, FL July 1997 to November 2001 Accomplishments & Experience: Provided complete internet services including website design, front- end web development, domain name registration, search engine optimization, database development, content creation, and maintenance. Developed website mock-ups in Photoshop to facilitate the design process and direction. Converted mock-ups into hand-coded standards compliant HTML and CSS templates. Daily management

and execution of all website content. Communicated with partner websites to develop and publish news and blog articles. Improved site load performance and reduced the bounce rate by optimizing images, reduced the reliance on plugins, and combined, minified, and deferred scripts. Participated in marketing meetings and implemented approved analytic and advertising banner code. Researched and developed URL structure, keywords, metatags, and page content for SEO purposes. Monitored website analytics including traffic flow, bounce rates, conversions, page/session duration, new users, and unique users. Provided detailed analysis reports to company management. Established marketing events for website users including pre and post concert parties and meet-ups. Created promotional merchandise, banners, and contest giveaways.

Education Certification in Design, Management & Marketing Florida Career Institute - Lakeland, FL
October 2001 Skills Internet Marketing (10+ years), Search Engine Optimization (10+ years), Bootstrap (4 years), HTML5 (2 years), HTML (10+ years), CSS (10+ years), Project Management (10+ years), Internet Management (10+ years), Content Management (10+ years), Content Creation (10+ years), Internet Research (10+ years) Links <http://www.linkedin.com/in/drewchristy> Additional Information Technical Skills: Analytics, Marketing, & SEO Tools: Constant Contact, Google AdSense, Google Analytics, Google Tag Manager, Google Webmaster Tools, MailChimp, Webtrends Infinity Analytics Management & Planning: Basecamp, DaPulse Project Management, Microsoft Office Suite, Microsoft Visio, Mobile First Design Practices, Zendesk Technologies: Bootstrap, CSS/CSS3, HTML/HTML5, JavaScript & jQuery (modification), SASS, LESS, SVN, WordPress, XML Development Tools: Adobe Creative Suite, Beanstalk, Microsoft Visual Studio 2013/2010/2008, Scout-App, Sublime Text, Tortoise SVN, UltraEdit Databases: Microsoft SQL Server 2012/2008/2005/2000/7, MySQL 5.6+ Server O/S: Windows Server 2012/2008/2003/2000 Web Servers: Microsoft IIS 10/8.5/8/7.5/7/6 Personal Qualities: Highly motivated manager with strong leadership skills Willing to quickly learn new and emerging technologies Open minded about new ideas and trends Able to work under pressure to meet deadlines Able to adapt quickly to changes and problems Able to work independently, but am an integral team player Not afraid to ask others for help and am always willing to help others Always thinking about

optimization, performance, and scalability, whether or not there is a known future need

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