

LORI CANFIELD

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WEBSITE, PORTFOLIO, PROFILES

- bclslandscape.com
- clevelandtank.com
- cmashipping.org

PROFESSIONAL SUMMARY

Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

SKILLS

- Top Skills
- Web Development
- Web Services
- Web Design
- New business launch
- Business growth and retention
- Business management and development
- Strategic planning
- Opportunity identification

WORK HISTORY

Owner

The Canfield Agency - Medina, Ohio, United States

05/2022 - Current

- The Canfield Agency is a full service boutique website development, social media marketing company.
- Promoted business via social media to generate leads and maximize brand identity.
- Provided elite customer service by resolving escalated problems and calmly responding to shifting priorities.
- Devised processes to boost long-term business success and increase profit levels.
- Used business software packages to maintain files and administrative records.
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- Managed purchasing, sales, marketing and customer account operations efficiently
- Identified and qualified customer needs and negotiated and closed profitable projects with high success rate
- Introduced new methods, practices and systems to reduce turnaround time
- Determined best courses of action for company based on regional market trends and demands
- Promoted business via social media to generate leads and maximize brand identity
- Frequently studied market to keep abreast of new industry trends
- Handled problematic customers and clients to assist lower-level employees and maintain excellent

Web and IT Manager/SEO Specialist/Social Media Manager

BCLS Landscape Services - Ashland, VA

10/2016 - Current

- Analyzed SEO outreach goals and presented findings to marketing director.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Planned, ran and analyzed client PPC initiatives and campaigns to increase sales, generate leads and promote brand awareness.
- Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.
- Provided front-end website development using WordPress, Hubspot and other editing software.
- Oversaw back-end development using PHP to maintain website integrity, security and efficiency.
- Pulled from PHP, SQL, JavaScript and other back-end library knowledge to bolster programming resources.
- Conducted testing and review of website design for responsiveness, clarity and effectiveness.
- Multi-tasked across multiple functions and roles to generate project results and meet deadlines and organizational expectations.
- Conducted functional testing over course of web development lifecycle.
- Built and styled new mobile-friendly websites, transitioning legacy presentations to simultaneous easy-to-use versions.
- Implemented website maintenance, content management, updates and security resource tutorials to assist end-user training.
- Embedded media into sites using reliable, streamlined protocols and technologies.
- Employed search engine optimization tactics to increase reach of targeted audience.

Web and IT Manager, Social Media Lead

GreenMark Consulting Group - Ashland, Virginia

08/2016 - Current

- Helping Green Industry Companies
- Reach Management/Operational Excellence
- Collected and responded to user feedback through iterative improvements to site structure and content.
- Tested and debugged site updates and prevented functional flaws from impacting public visitors.
- Created consistent structural input format to maintain site continuity by authoring and implementing best-practices for designers and content providers.

- Incorporated SEO techniques to verify maximal site exposure to search engine robots and crawlers.
- Completed analysis and design phases of systems development life cycle (SDLC).
- Designed graphics for website decoration and layout.
- Troubleshot issues with websites and fixed scripting and use issues.
- Conceptualized, planned and executed original designs for wide range of website properties.
- Backed up or modified applications and related data to provide for disaster recovery.
- Developed performance metrics to benchmark websites.
- Configured and purchased domains for websites.
- Monitored systems for intrusions or denial of service attacks and reported security breaches to appropriate personnel.
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers
- Developed social media calendar, which included scheduling email blasts, social media posts, marketing campaigns and website updates
- Obtained, attributed and wrote compelling captions and other text for photos, video and other graphics for both print and online use
- Generated interest for new and upcoming product and service releases by managing social media accounts

Team Lead, SEO Consultant/SEOAnalyst

Powering Networks, BCLS Landscape Services - Tulsa, OK

01/2014 - Current

- SEO & E-Marketing Strategies, I take your idea, market it for your business so YOU succeed
- I help you make your content work for you to make your company the best it can be
- I analyze the market you're in, find ways to make you better than the rest and do it
- Coached team members in techniques necessary to complete job tasks.
- Developed monthly and daily production output plans to deliver on customer service and financial metrics.
- Reported on updates to project specifications and progress
- Minimized resource and time losses by addressing employee or production issue directly and implementing timely solutions
- Designed strategic plan for component development practices to support future projects
- Developed monthly and daily production output plans to deliver on customer service and financial metrics
- Developed and implemented techniques for increasing page visits and likes
- Collected and analyzed data to improve strategies
- Created and managed landing pages for products
- Collected and analyzed Web metrics such as visits, time on site and page views per visit
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments
- Created customized marketing materials to increase product awareness
- Took on additional job duties during unexpected backlog, resulting in meeting project target date
- Participated in cross-functional team-building activities

Line Supervisor

DARKO, Inc - Twinsburg, OH

05/2010 - 12/2013

- Implemented design and construction of displays for major retailers such as
- Walmart, Target, Best Buy
- Supervised up to 30 people at a time for jobs.
- Monitored day-to-day production operations and identified methods to improve quality and efficiency.
- Evaluated employee performance in quarterly reviews and recommended strategies for improvement.
- Followed and improved operating procedures and best practices for line production.
- Maintained employee schedules to cover weekday, evening and weekend shifts.
- Prepared reports to evaluate workflow and production output to identify areas for targeted improvement.
- Managed onboarding tasks to support smooth adjustment and complete training for new hires.
- Inspected equipment, reported maintenance issues and expedited repairs to prevent downtime.
- Coordinated with other supervisors within facility to manage operations between departments.
- Followed safety procedures according to OSHA and Lock Out, Tag Out guidelines and properly handled hazardous materials.
- Evaluated team member performance regularly to identify and resolve productivity concerns.
- Resolved issues quickly to maintain productivity goals.
- Established clear priorities and production quality standards.
- Trained staff of direct labor employees to perform assembly and manufacture of specified products.
- Prepared in advance for and addressed production problems, material deficits, equipment failures and unavoidable delays.
- Accomplished targets and met demand by assessing equipment performance, reviewing materials supplies and organizing manpower.
- Set and enforced performance-oriented production approach, significantly increasing worker output and reducing safety incidents.
- Achieved on-time shipments goal by empowering employees to continued success.
- Utilized lean practices to balance workflow and alleviate redundancy.
- Boosted production throughput and quality by revamping procedures and monitoring strategies.
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Manager

Dial America - Cleveland, OH

02/2004 - 03/2008

- Accomplished multiple tasks within established timeframes.
- Onboarded new employees with training and new hire documentation.
- Cross-trained existing employees to maximize team agility and performance.
- Maximized performance by monitoring daily activities and mentoring team members.
- Delivered feedback to decision-makers regarding employee performance and training needs.
- Developed and maintained relationships with customers and suppliers through account development.
- Adjusted job assignments and schedules to keep pace with dynamic business needs, factoring in processes, employee knowledge and customer demands.
- Approved regular payroll submissions for employees.
- Applied customer feedback to develop process improvements and support long-term business needs.
- Raised performance in areas of sales, management and operations by identifying and targeting areas in

need of improvement.

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EDUCATION

High School Diploma

Bedford Senior High School - Bedford, OH

06/1994

- Completed professional development in Accounting
- Professional development completed in Ohio Bell Explorers