Hi there,

Instead of a CV, I thought I'd surprise you with a brand social media mock-up – see PPT attached, and a keyword list (see excel sheet) that could be very useful for your blog. I also outline below the kind of things I'd love to do for Cloud9. It was love at first sight, so I hope you don't mind the zeal.

Best,

Lefty G Balogh

(<http://www.linkedin.com/in/leftygbalogh>)

What could I do for Cloud9 IDE?

I can get you a lot more leads and a lot more paying customers by increasing your online sales using content marketing. See Top Keyword list for SEO, and Cloud9 IDE Social Media Brand Presence for Social Media. (Files attached)

How would I do that?

Did you know that out of the top 25 best keywords for Cloud9IDE, only one is mentioned on the website? I can create tons of useful relevant content for the website.

I can champion the Cloud9 IDE in the community, interview experts, create video tutorials, write blogposts, turn bug-fix threads into how-to's, schedule tweets, and respond to negative public comments (such as the current top comment on your facebook page).

I put together a draft Editorial calendar below to give you an idea what content I could be creating for you in the first three months.

Am I the right person for your online marketing?

I have the experience and the passion to take ownership of the challenge. I have been doing SEO, email marketing and social media for over 8 years. See how my companies traffic grew after I joined them. This results in more leads, more sales, and more revenue. I tend to double or triple organic traffic in a year, and also grow the communities in similar proportions.

What to do next?

I'd appreciate if you could drop me an email if you are interested ([leftygbalogh@gmail.com](mailto:leftygbalogh@gmail.com)). Let's talk, without commitments, to see what you guys think are the biggest priorities and how I could help.

PS: Feel free to use the graphics - psd source attached if you want to change anything. All on Github: https://github.com/leftygbalogh/CVforCloud9IDE

See Editorial Calendar on next page –>

**Editorial Calendar for the first three months**

The aim is to bring in more relevant traffic in the largest SEO niches to increase revenue. The first three months would be focusing on a total of over 20,000 monthly Google searches.

Legend:

An interview is a short term for a video recording that is then turned into a podcast as well as a blog-post or a series of posts.

Social media is the nick-name for a series of Tweets, Facebook posts and LinkedIn shares that engage the community focusing on the most popular coding languages Cloud9 supports.

Launch is a project to test new ideas that could make significant bottomline impact.

**Month one:**

* Language of the Month: Python
* SEO Keywords: Python IDE, Python editor, Python development environment, Python tools, Python IDE online,python ide free, Python editor online
* Target market size: 10,000 monthly searches

Interviews:

* Guido van Rossum (http://python.org/~guido/) wrote the language 38K followers on Twitter
* Naomi Ceder (www.linkedin.com/in/naomiceder) wrote the book, ranks high on LI for Python
* Kenneth Reitz (https://github.com/kennethreitz) editor of most popular Python resource on Github 4K followers on Github, 8K on Twitter, and Heroku pythonista
* Bucky Roberts (https://www.youtube.com/user/thenewboston) 560K subs on YouTube
* Inhouse team about Python dev roadmap, interesting features etc

Social Media:

* Questions they want answered about Python
* Tips and tricks
* Most popular public projects and best python repos
* Best python people to follow on social
* Create badges and social bling

Launch:

* Launch LinkedIn Group for the IDE and subgroups for each coding language – massive ramp-up

**Month two**

* Language of the month: JavaScript
* SEO Keywords: JavaScript editor, JavaScript IDE, javascript text editor, JavaScript tools, JavaScript editor online, JavaScript development environment, javascript editor free, JavaScript IDE online
* Target market size: 6,900 monthly searches

Interviews:

* Brendan Eich (https://twitter.com/BrendanEich) he wrote the language, 26K on Twitter
* John Resig (https://twitter.com/jeresig) 120K on Twitter, created jquery
* Nick Zakas (https://github.com/nzakas) 1.6K on Github, collection of classic algos in javascript
* Dale Cruze (www.linkedin.com/in/djcruse) HTML5 author and dev
* Derek Banas (https://www.youtube.com/user/derekbanas) #1 for JS on YouTube and has 90K subs
* Inhouse team about JavaScript dev roadmap, interesting features etc

Social Media:

* Best Javascript repos
* Coolest javascript tricks
* Best JS people to follow on Twitter and Github
* Create infographic about Python projects, growth, top 5-10 people
* Reward retweets, FB and LI shares.

Launch:

* Test weekly newsletter to the LinkedIn Group.

**Month three**

* Language of the month: PHP
* SEO Keywords: PHP IDE, PHP editor, php editor free, PHP development environment, PHP tools, PHP editor online, PHP IDE free
* Target market size: 6,800 monthly searches

Interviews:

* Rasmus Lendorf (https://twitter.com/rasmus) he wrote the language, 27K on Twitter
* Sebastian Bergmann ()https://github.com/sebastianbergmann/ 1.6K on github
* Josh Lockhart (https://github.com/codeguy) 500 on github, own popular repo
* David Powers (uk.linkedin.com/pub/david-powers/23/740/6b3) PHP author and Lynda presenter
* Lester Chan (sg.linkedin.com/in/lesterchan) the one and only WP plugin wizard
* Ely the Computer Guy (https://www.youtube.com/user/elithecomputerguy) 210K subs on YouTube and #1 for PHP
* Inhouse team about PHP dev roadmap, interesting features etc

Social Media

* Best PHP online videos
* Best PHP repos
* Best collection of PHP algos
* Best people to follow for PHP
* Create Javascript Infographic
* Ask people about what language they want featured in the coming months
* Launch - charity coding challenge: get universities to nominate teams to code for a big charity like Doctors without Borders for a day as part of a contest
* Best of Python content (Top 5-10-15 lists)

Launch:

* Launch monthly business case studies to attract business stakeholders and enable technical stakeholders to argue in favour of Cloud9 IDE.