



## Search Engine Optimization (SEO)

## New Media Marketing

## Content Distribution

### Overview

Using “white hat” Search Engine Optimization (SEO) tactics consistent with industry best practices, and distribution of search engine friendly content across a multitude of social media, I aim to increase the ranking of the client’s website in major search engines for targeted keywords and phrases consistent with brand image. I carry with me a constant awareness of the ever-changing algorithms of search engines and evolving online habits of potential target markets.

### Search Engine Optimization

#### On Page SEO

W3C XHTML/XML  
Page structure – Keyword Placement  
SEO Content Creation  
Title, meta description, h1, h2 tags  
Tableless CSS Design  
Image SEO - Alt Text  
Navigation Structure  
Internal/External links  
Video Embedding (param, object)  
Rich Snippets  
(RDFa, microformats)  
Yahoo Searchmonkey  
Facebook Share/Open Graph

#### Off Page SEO

Keyword Research  
Directory Submission – DMOZ, Related  
RSS Feed Creation (Media RSS/GeoRSS)  
RSS Aggregators (Feedburner)  
SEO Press Release Creation/Distribution  
Article Marketing  
Link Valuation, Association  
Backlink Analysis – Dofollow/Nofollow links  
Inbound/Deep Link Building w/ Anchor Text  
Site Maps: Video Sitemap, Geo(KML), Index

#### SEO Setup (back end)

Valid Html/HTML5  
Directory Structure/Filename  
Domain Naming  
301 Redirects URL Rewriting  
.htaccess/robots.txt  
Permalink Canonicalization  
PageRank  
Client/Competitor Analytics  
Wordpress/Mysql  
CMS Installation/Setup  
Google webmaster tools  
Feedburner Nameserver setup

**Video SEO (VSeo)** – Optimization of video content hosted internally and externally. This begins at the video compression stage, by choosing the appropriate file format (MP4, FLV, SWF, etc) and the addition of rich metadata. Landing page optimization including transcripts for podcasts. Creation and submission of video sitemaps and media rss (MRSS) feeds. Posted video on dofollow sites. Embed code using RDF, Facebook Share and Yahoo Searchmonkey.

**Local SEO** - Directory Submission and uploading data feeds through Google/Bing Local Business Center. Implementation of KML data for GeoRSS Feeds and Geo Site Maps provide details for indexing by Google Maps.

**SEO for PDF** – Using a combination of in-file metadata inserted within the .PDF properties and externally through Adobe Bridge, as well as tactical methods of embedding within a page can drive gives .PDFs just as powerful SERPs as .html content

### Professional Experience (FREELANCE)

2009 – PRESENT

#### Alz Vitamins, LLC

[Aggregated campaign across content sites and built domain from the ground up. Dominated the vast majority of page 1 of SERPS](#)

#### Lunar Embassy

[Implemented aggressive backlink strategy to propel domain to #1 for highly competitive keyword](#)

#### Beefjerky.com

[Kept domain from slipping below top 5 in Organic Search Results, ensured video thumbnail display in SERPs.](#)



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### **Online Marketing and SEO**

#### **Masterpiece Communities** ACWORTH, GA

**Jan 2006 - July 2007**

Used SEO techniques to optimize website for a real estate firm. *Achieved top ranking on Google search results in a very competitive field, for the term "northwest Atlanta homes".* Overhauled website design to match front end advertising with target market search trends. Conducted internal study towards brand identity. Designed print brochure enticing builders to contract Masterpiece for marketing of new home communities. Created sales kit for 15 communities, using Adobe Acrobat to compile statistics. Maintained a consistent brand image across different media.

### **Search Engine Content Specialist**

#### **Direct Horizon** DULUTH, GA

**Aug 2008 - Jan 2009**

Used what I call "SEO 2.0" to increase web exposure for clients. Conducted article marketing for client press releases, which involved heavy discussion with customers to ensure the articles combined the correct information, and brand identity into a message suitable for the target market. Took advantage of social networking and viral videos to create exposure for customers in the form of backlinks and SERPs. Familiarized myself with every new Web 2.0 Application being used for Search Engine Marketing, and implemented these tactics to generate massive exposure without sacrificing quality and ethos. *Implemented on-page SEO as a company strategy.*

### **Technical Skills**

Microsoft Office & Project, Adobe Photo Shop/Illustrator/Acrobat, ASP, CSS, XML, RSS, HTML, DreamWeaver MX, Microsoft Expression Web, MYSQL Server administration and development. Web Design, Graphics. Linux and Windows Hosting, Drupal, Plesk, Joomla, Mac OR PC, and a wide range of hosting platforms and content management systems (CMS).

### **Educational Experience**

#### **The University of Aberdeen (United Kingdom)**

**Jan 2007 - Jun 2008**

Postgraduate studies in International Law and Globalization focused on scope of multilateral agreements on intellectual property (such as the WTO and Berne Convention), integration of international/regional governing bodies and analysis of Law of the Sea treaty.

#### **The University of Tennessee Knoxville, Tennessee**

**Aug 2000 - Aug 2005**

B.S. in Communications - Majored in Advertising, Minored in Business.

Key Courses included Graphic Design, Media Research and Account Planning. Used SRDS, MediaMark and Nielsen data for research. Foreign Language - Basic German, through 4 college courses and online tutorial. *Member of Pi Kappa Phi Fraternity*

### **Other Activities**

#### **Television, film and radio appearances**

**1987 - 1995**

Energetic personality led to child acting roles, including Tom & Jerry's Funhouse, America's Most Wanted, Piggly Wiggly Grocery, Deadly Run (film), and various radio spots for Zoo Atlanta.

#### **United Nations (Vienna, Austria)**

**April 2008**

Attended 47th Legal Subcommittee of the U.N. Committee on Peaceful Uses of Outer Space. Presented analysis of private property rights in international space treaties.