

anthonyragland

Project Manager • Web 2.0 Developer • SEO Generalist • SEM Professional

careerprofile

Expert-level Project Manager, Web 2.0 Developer, SEO Generalist and SEM Professional:

10 years of professional experience developing high quality Web sites, Internet Marketing plans and Search Engine Optimization strategies for businesses, celebrities and global organizations; superior written and verbal communication skills; high-level strategic planning and analytical skills; excellent ability to manage multiple projects and meet deadlines; and a curious passion for all things Web 2.0.

professionalskills

- Search Engine Optimization
- SEO Copywriting & Editing
- SEO Link Building
- Search Engine Marketing
- Pay-Per-Click Advertising
- Web Development & Design
- Web Analytics & Reporting
- Email & Viral Marketing
- Internet News Distribution
- Media Planning & Buying
- Project Management
- Brand Management
- Target Market Research
- Direct Response Marketing
- Business Development

computerskills

- Adobe Dreamweaver
 - Adobe Photoshop
 - Adobe Flash
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Image Ready
 - Adobe Fireworks
 - Bruce Clay SEO ToolSet
 - Keyword Discovery
 - WordTracker
 - XHTML / CSS /JavaScript
 - PHP / MySQL
 - Web 2.0 Technologies
 - Microsoft Pro / XP / Vista
 - Mac Operating System
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careerexperience

The Summit Agency, Inc.
Web and SEO Director

January 2007 – January 2008

- Project managed, developed Front-end graphics, wrote Web Standard Compliant XHTML / CSS / JavaScript code, configured MySQL databases, integrated Content Management System and wrote/published over 90% of web site content for publishing company's web site.
(www.TheSummitAgency.com)

- Project managed, developed Front-end graphics, wrote Web Standard Compliant XHTML / CSS / JavaScript code and wrote/published over 95% of web site content for publishing company's product web site. (www.WheelsAndWaves.net)
- Project managed, developed Front-end graphics, wrote Web Standard Compliant XHTML / CSS / JavaScript code and wrote/published over 90% of web site content for 12 real estate industry client web sites.
- Researched, developed and authored the Web Services and Pricing Guide in compliance with Web 2.0 best practices and W3C recommendations © 2007.
- Developed and presented company-wide Web and Internet marketing training programs for management, sales and graphic design departments.
- Conducted continual research and development of Search Engine algorithms and marketing techniques for the Northeast Georgia real estate markets.
- Conducted continual research and development of Search Engine algorithms and marketing techniques for the Northeast Georgia automotive markets.
- Represented the company during public speaking engagements, corporate seminars and client presentations on topics pertaining to Web 2.0, Web site Development and Internet marketing.
- Researched, configured and managed company & client Pay-Per-Click advertising campaigns on Google AdWords, Yahoo! Search Marketing (formally Overture) and MSN AdCenter.
- Wrote and published content for SEO press releases, RFP documents, project plans and internal collateral pieces.
- Monitored and analyzed the company's and client's web server logs, Google Analytics data, and third party Web analytics tools to generate PDF web analytics graphs/reports.

AdBits Advertising and Public Relations, Inc.

July 2006 – January 2007

Web / SEO / PPC Manager

- Utilized internal SEO Tools to develop target market research, search query data, project plans and analytic reports.
- Managed SEO campaigns for company and client web sites that resulted in an increase in search engine placements, rankings and traffic within 3 months.
- Implemented and managed company and client off-site SEO link building programs.
- Researched, configured and managed company & client Pay-Per-Click advertising campaigns on Google AdWords, Yahoo! Search Marketing (formally Overture), SuperPages.com and MSN AdCenter.

- Copy wrote and distributed SEO press releases to Search Engine and local newswires to promote company and client events.
- Researched, developed and authored the Web Services and Pricing Guide for management and sales department © 2006.
- Managed the company's web servers, software libraries and daily back-up systems.
- Developed client training manuals, web service proposals and presentation materials.

Big Picture Media, LLC.

February 2004 – July 2006

Internet Marketing and SEO Consultant

- Provided high-level Internet marketing consulting and web development services to small and mid-sized businesses.
- Researched and developed internal Search Engine Optimization best practices, methodologies and external vendors.
- Researched, configured and managed company & client Pay-Per-Click advertising campaigns on Google AdWords, Yahoo! Search Marketing (formally Overture) and MSN AdCenter.
- Managed all internal and external web projects and independent contractor teams.
- Contributed front-end web graphics and web content to company web sites, e-mail newsletters and online advertisements.
- Developed and wrote internal print collateral pieces, online advertisements, project definitions, project reports, story boards, sales sheets and data sheets.
- Planned and coordinated strategy meetings, client presentations and focus group meetings.

Evander Holyfield Management, Inc.

July 1999 – January 2004

WebMaster / Internet Marketing Director

- Developed the online strategic plans and managed the online brand identity of Evander Holyfield, Holyfield Management and the Holyfield Foundation.
- Developed, marketed and managed numerous e-Commerce web sites, e-Business web sites, and promotional web sites pertaining to Evander Holyfield's boxing career (© 1999 - 2004).

- Researched, implemented and managed the company's Internet marketing and public relations campaigns during nationally televised boxing events.
- Planned, coordinated and purchased online and offline media for company and special events.
- Managed Web development and Internet marketing budgets, customer/vendor accounts and product inventory databases.
- Developed industry research, project documentation and business presentations for in-house teams and third-party meetings.
- Coordinated Co-op marketing, sales and distribution strategies for Team Holyfield merchandise.
- Designed and wrote press kits, press releases and biographies for Internet news distribution.
- Scheduled and managed radio, television and conference call interviews with national media.
- Represented company views during TV specials, radio interviews, and print articles.
- Hired, trained and managed in-house personnel, independent contractors and seasonal interns.

educationtraining

- **Bachelor of Arts**, Computer Science, LaGrange College, 1999.
- **Google Advertising Professional**, passed cumulative exam and met Google's criteria.
- **Yahoo! Search Marketing Ambassador**, passed cumulative exam and met Yahoo!'s criteria.
- **Microsoft adCenter Professional**, passed cumulative exam and met Microsoft's criteria.
- **HTML / XHTML / CSS Certificate**, passed cumulative exam and met W3Schools' criteria.
- **Search Engine Marketing Professionals Organization**, Individual Member.
- **Webmaster Certificate**, New Horizons Learning Center.
- **Adobe Certificate**, AIS Computer Solutions.
- **Search Engine Strategies Conference**, Attendee.
- **Over a decade of Independent Research and Resources**, extensive SEO, PPC, Internet Marketing, Web Development and e-Commerce training.

