

Over ten years of experience in organic search engine optimization for a broad range of clients and a reputation for knowledge, insight, attention to detail, and integrity.

Professional Experience

Search Marketing Consultant DBA Raise My Rank SEO Services, Somerville, MA 2003-Present

- Improved client sites' search engine rankings, traffic and conversions
- Analyzed potential client sites and wrote proposals
- Cleaned up HTML and CSS for W3C validity, cross-browser compatibility, semantic markup, search engine friendliness and page speed
- Performed keyword research and assignment
- Optimized content for chosen keywords including titles, meta data, on-page text and link anchor text
- Advised on logical site architecture for usability, indexation and canonicalization
- Set up robots.txt and .htaccess files for redirects, spidering and error pages
- Generated, submitted and tracked XML sitemap files
- Recommended and supervised developers, designers and copywriters when needed
- Built links to sites and advised on content creation for continued link building
- Optimized sites and profile pages for local search, e.g. Yelp, Google Places
- Monitored search engine rankings, indexation and potential problems
- Analyzed traffic and made recommendations for further improvements

Moderator, High Rankings Search Engine Optimization Forum (Online Service) 2003-Present

- Responded to questions and participated in discussions on search engine marketing
- Served as community manager, monitoring forum to ensure that members adhere to rules
- Edited, moved and deleted posts, reported and reduced privileges of members when necessary

Link Building Instructor, Search Engine College (Online Service) 2004-Present

- Created study materials and tests for an online link building course
- Graded examinations
- Responded to students' questions

Volunteer, SeoPros (Online Organization) 2004-Present

- Studied sites of SEO/SEM firms seeking membership in the organization and those of their clients to ensure adherence to best practices and the absence of insupportable claims

Webmaster, SEO, Network Administrator, Developer, Q.A., Prelude Software Inc., Natick, MA 1999-2003

- Managed, edited, designed, monitored, and promoted company's web site

- Administered Windows NT network with client machines running Windows 98, NT, 2000 Pro, and XP Pro
- Managed FTP server
- Tested, developed, and debugged PayPilot, a client-server application written in Clarion/Topspeed
- Assisted with writing, editing, graphics, and software expertise in development and distribution of company documentation and promotional materials
- Acted as internal help desk for operating systems and office applications

Managing Director, National Amusements Allston Cinema, Allston, MA 1987-1999

- Payroll, budgeting, inventory
- Corporate communications and reporting
- Hired, trained and evaluated staff and management team
- Operated 35mm film projection equipment
- All aspects of customer relations

Technical Education

Supporting Windows NT Core Technologies (MCSE Course 922), Pinnacle Training, Stoneham, MA, 2000

Administering Windows NT 4.0 (MCSE Course 803), New Horizons Training Center, Boston, MA, 1999

Certificate in Client/Server Development (HTML, JavaScript, SQL, PowerBuilder, Visual Basic), Clark University
 Computer Career Institute, Cambridge, MA, 1999

Academic Degrees

Master of Arts, Film Studies, specializing in History of World Cinema, University of Iowa, Iowa City, IA, 1987

Bachelor of Arts, English and American Literature, Brandeis University, Waltham, MA, 1985

Technical Skills

<i>Web:</i>	HTML	CSS	
<i>Tools/Software:</i>	MS Office	ClickTracks	Google Analytics
	HTMLKit	Webmaster Central	Yahoo Site Explorer
	WebBug	Xenu Link Sleuth	Web Developer Toolbar