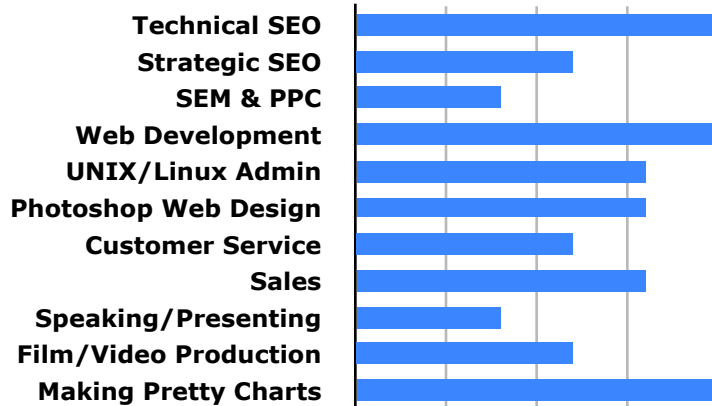


Objective

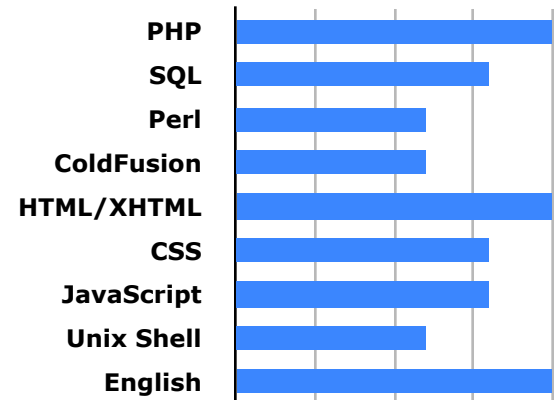
To pursue a career in Web development and SEO consulting where an intense variety of deep technical knowledge, excellent communication skills, penchant for abstract thought, and passion for creative system design may combine elegantly to inspire true customer delight.

Skills Overview

Professional Expertise



Language Expertise



Work History

Technical SEO & Web Development Consultant / Owner

HackingSearch (D/B/A)
May 2009 - Present

- Consulting on technical issues for clients including SEO best-practice audits, site analytics and indexing issues.
- In-depth and SEO-centric PHP development support.
- Building custom web-based software tools for SEO tool developers.
- Presenting speaker/panelist at 2010 WebmasterWorld PubCon South.

Technical SEO Consultant & Lead Systems Architect

Beyond Ink, LLC.
March 2005 - May 2009

- Consulted on technical SEO issues such as web server configuration, URL migration, conversion & usability, coding best practices, duplicate content issues, keyword research, content strategy and analytics for major global brands including Parade, Hearst, Philips & JibJab.
- Primary account manager for multiple clients.
- Developed *Inklings*, a custom SEO analytics platform for robust, automated, anonymous multi-search-engine index counts, backlinks and rankings capture, search visibility scoring and Excel report generation.
- Administration of ClickTracks Pro Server for client web analytics; participated in private beta-testing and new feature development collaboration with R&D team.
- Developed and published *BeyondSiteSearch*, an open-source site search tool with thousands of downloads.
- Responsible for company Web site; implemented a complete redesign in 2008.
- Attended and presented at industry conferences including *WebmasterWorld PubCon* & *Search Engine Strategies*.

Ancient Work History

Web Developer

Guilds Hollowell & Associates / LearningEffects, Inc.

Mar 2001 - Feb 2002

- Member of team responsible for several TV station Web sites; redesigned key components of custom ColdFusion-based CMS including user registration, site navigation and ad banner server.
- Member of development team for Web-based educational assessment platform; also responsible for test form design as well as process automation from document scanning and OCR to RDBMS inserts and Web app server uploads.

Director of Quality Control

BroadcastAMERICA.com, Inc.

Aug 1999 - Dec 2000

- Primary technical liaison to over 1,000 streaming media partners consisting of radio & TV stations.
- Managed a four-person QC team to monitor streams, encode video assets and enforce branding/linking policy.
- Developed custom QC issue-tracking web application in PHP.

Web Developer / Owner

Magic Web Works (D/B/A)

Dec 1996 - Aug 1999

Feb 2002 - Mar 2005

- Designed and built dozens of commercial and non-profit web sites with custom, full-featured CMS and e-commerce systems including automatic image upload resizing, secure checkout with live credit card processing, back-end administration and order fulfillment management functionality.
- Developed custom web/middleware applications for client legacy mainframe web integration to permit online customer access to account history and account payment processing.
- Administrated variety of UNIX/Linux web servers and custom Apache builds for Web hosting clients.
- Operated profitable niche e-commerce site with over 3,000 products.

Education

College-Preparatory Courses

Presque Isle High School

Westbrook High School

1995-1998

Other Achievements

- Repeat speaker/panelist at *WebmasterWorld PubCon Conference*. (<http://www.pubcon.com/>)
- Earned screen credit as a Production Assistant in NOVA production "To The Moon".
- Produced 60+ hours of public access cable television aired in 1999-2002.