

ROBERT SMITH

Web Content Developer

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Responsible for managing the design, upgrade, enhancement, maintenance, availability, the effectiveness of the technical functionality, and the content for company websites.

APRIL 2008 - JANUARY 2008

WEB CONTENT DEVELOPER - ABC CORPORATION

- Created SEO-optimized copy for new landing pages.
- Developed keyword-rich blog posts that were entertaining and optimized for search engines.
- Wrote and designed content marketing materials, including eBooks, emails, and guides.
- Researched, tested, wrote, and photographed new recipes; coded all content into HTML and entered it into the proprietary online content management system.
- Provided extensive search engine optimization (SEO) of content to increase page views and ensure first-page, above the fold placement on Google, Bing, and other search engines.
- Maintained the production of creative deliverables including video filming and editing, photography, and original music composition.
- Nurtured social media relations and website branding awareness.

2005 - 2008

WEB CONTENT DEVELOPER - DELTA CORPORATION

- Managed website content.
- Entered data into Access database, called suppliers directly for information relating to products supplied to website clients.
- Managed daily and weekly backups -In charge of email marketing and customer satisfaction survey for major client -Edited client websites upon client .
- Web animation, online banners, graphics, custom graphic modification of website templates.
- Project direction on improvements to companys marketing and online advertising.
- Design and develop promotional web pages for events Edit and write copy for web readability, conduct usability testing Create user documentation for .
- Write and edit developing copy and content for clients website to meet marketing SEO standards and assigned deadlines.

EDUCATION

Certification In Paralegal

SKILLS

Microsoft Office Products, ESRI ArcGIS Desktop 10.x, Documentum, Kofax, RIS, Colorbar, QLS, HTML, XHTML, CSS, JavaScript, Visual Studio, Beyond Compare, Photoshop CS, Radar, Remedy, SharePoint 2010.