



I enjoy tackling problems creatively and analytically, so to find digital marketing solutions that are effective. It is my aim to arrive at clarity by interpreting research and data so to help drive intelligent decision-making that makes sense to both company and its audience.



Creativity: A natural artist, and abstract thinker, I took to design and thinking creatively with ease. The use of *my imagination has often been one of my greatest business assets.*



Technical: A fan of science fiction since youth, I embrace technology and *enjoy learning software* so to accomplish my goals both professionally and personally.



Organizational: Transforming complexity into order, and synthesizing information for greater comprehension, are challenges I value successfully completing.

PAUL MITCHELL

SEO Specialist - 1888-Century Park East, Suite 1600 Century City, CA

3/15 - Present

Since 1980, Paul Mitchell has dedicated itself to making *the world a more beautiful place*; the company proudly does not test on animals, is developed in America, and is a leader in charitable *FUNraising*. Since 2001 Paul Mitchell Education has opened over 115 schools across the US, and is now the largest beauty school network in the country.

As the first SEO specialist at JPMS, I've been responsible in facilitating best organic SEO practices for both the product and education sites. Working on technical SEO implementations with our development team. Assuring accurate GA and Search Console reporting. Analysis of data to content team as well as ongoing page optimizations tactics for organic growth.

Education:

- One of my largest roles was to assist with the migration of the school network from subdomain to subfolder structure. Optimizing the newly re-skinned sites by cleaning up the HTML head section, removing old code, wrong code, redundancies' and updating to the latest GA tracking code.
- Resolving various GA and Search Console property issues, along with updating those accounts to reflect the change to subfolder structure. Setup, and or, updated GA Goals for top-level .edu, and equally at the individual school level.
- 301 redirects, Schema implementations, XML site map submissions, page speed optimization, async to eligible JavaScript file, recommendations on above-the-fold CSS placement, meta-data, and set-up Moz local for ongoing NAP optimization for entire school network.
- Completed, and optimized the entire schools network of verified Google+ business pages. Tackled and resolved various issues by serving as a liaison between Google and school owners.
- Created an outline of content marketing/ blog categories for the schools to use on their individual blogs.
- The school network has seen a 50% increase on organic goal completion since relaunch

Product:

- Performed the first site wide audit of the corporate product site, both internally and with third party agency /tools to have a clear architectural understanding of SEO flaws.
- Ongoing, page speed optimization with IT/Development, code compression, above-the-fold CSS placement, JavaScript placement, cleaning up legacy code.
- Ongoing, implementation of optimized URL's, MDTD tags, OG tags, etc
- Ongoing, SEO research/strategy for on-page optimizations, H1, H2, appropriate logical keyword usage, adding

content, images where needed, etc. Created an outline of categories for blog content, for more strategic content marketing purposes.

Social Networkx is a niche digital marketing company founded on helping real estate companies and agents maximize their online marketing efforts, offering social media training, digital video services, web development, and online branding.

As Web Marketing Manager, I spearheaded web development, with a principle focus on assuring they were built SEO friendly. I provided content marketing direction to the writing staff, again with focus on optimization for local real estate SERP. I also managed the web team and tutored staff on CRM usage, CSS coding, and Graphic Design. Finally, I facilitated client meetings to create brand identity as well as serve as project manager for particular key clients while assisting in content creation for company web properties and business proposals.

- Facilitated the set-up of the working relationship between our web partner Placester, and our internal web development team.
- Produced step-by-step manuals on how to work with the various MLS/IDX WordPress templates; including *how-to* instructional videos for clients. Minimizing staff time spent troubleshooting simple questions.
- Provide insight and or clarification to clients over reasoning and direction of marketing/branding decisions. Helping maintain client/company relationships.
- Provided technical support to both internal staff and clients. Constructed internal organizational documents to help facilitate successful internal operations and procedures.
- On an ad-hoc basis created of various miscellaneous marketing pieces (print & web) for company advertising/promotions and occasionally worked as voice talent for company promotional videos.

Specializing in the creation of custom fire/water/electronic features, recreational portable fires, and decorative fire objects, for both commercial and residential use. Patent holder for *fireglass*.

Initially hired to clean up the HTML Title & Description tags, my role was extended to cleaning-up/re-designing the HTML layout of the website. The process also included improving the technical SEO score and further keyword introduction. During the process I realized that Moderustics' market hold over *Fireglass* was quickly diminishing, due to their high prices and proliferation of competition. While cleaning up the sites code & design, I began placing stronger emphasis on the custom work niche that was otherwise tucked away in the site. Over the course of my last year, these refinements effectively kept the company alive, by changing the business model completely – *in where the custom work became majority of the company's sales*.

- Created company's' first GA account, allowing me to initiate site-wide edits/updates by presenting data which corrected owners misguided opinions. Resulting in cleanup of inline HTML legacy code, reduced page size, page content re-writes, all for further SEO relevancy.
- Initiated and created a new E-store through Volusion Staged and photographed various products, customized the E-store template with CSS, configured payment and shipping portals, implemented Google Webmaster Tools, submitted XML site map and implemented Google Data Highlighter. During my time managing the store online sales increased on the average by 5x a month.
- Updated and or created new product marketing collateral as well as updated and or created new internal documents, catalogues, in-take forms, price sheets, technical manuals, etc.
- Initiated and managed company's first Facebook and Google+ account
- For 2 years I assisted the owner with his ongoing battle to obtain a patent for "fire-glass":
 - Read over legal documents, and provided interpretation, highlighted key points and assemble research/data
 - Help prepare his feedback/retaliation documents for his attorney

PRO-BONO

Analytics' Reporting / SEO consultation

Gooden Center, Pasadena, CA

A non-for-profit drug and alcohol rehabilitation center for men, I assisted in analyzing, report and suggest improvements to website through Google analytics research.

Digital Marketing Brainstorm Meetings

The Guibord Center, LA, CA

A unique non-profit organization that seeks to strengthen community ties through lectures and major community events that are all focused on experiencing a common spirituality across diverse / cross cultural religious beliefs/practices. Part of a 2 day brainstorming session to help the centers' digital presences flourish, so to increase attendance.

SEO Research

Claremont Lincoln University Claremont, CA

A graduate University with a mission to create ethical leadership, interfaith action, and social impact across cultural, ideological, religious and economic perspectives. I assisted the school in keyword research and consequent implementation at both the content and MTDT level as well as provided best practices outline to help content creation.



Design/SEO/Webmaster Consultant – Westborough, MA

2005 - 2013

Navin Haffty and Associates of Norwell, MA is a leading provider of professional MEDITECH consultants across the USA. My seven-year ad-hoc consultant relationship yielded a variety of communication projects, SEO optimization, Print and Web design, etc.

- Initiated best SEO practices (at that time) reciprocal links, keyword research leading to optimization of all pertinent body/head tags, Title Description Tags, images, etc. Client landed #1 organic SERP for their niche. "Meditech Consultants". Company consequently became the leader in Meditech consultants across the nation.
- Webmaster for the corporate site from 2005 - 2013.
- Graphic Design – Corporate materials, ranging from tradeshow banners, photo retouching, corporate invites, etc.
- Copywriter / Editor – For marketing materials, inclusive website and print content



Communications Manager – San Bernardino, CA

10 /07 – 5/09

Inland Empire Health Plan (IEHP) is a not-for-profit, Medi-Cal and Medicare health plan provider network. As manager I oversaw the internal communications team, conducted public speaking forums, worked with staff writers to simplify Medical content for member newsletter, and managed all new product campaigns both in content and design. Direct mail letters, newsletters, billboards, all print collateral design, logos, custom vector illustrations, event materials, Press Releases, all internal working papers.

- Restructured department server database for better usability. Bringing about a clearer logical structure
- Indoctrination of InDesign CS3 as standard platform for entire marketing team. Effectively resolving compatibility issues between writers and designer. Resulting in increased workflow.
- Redesigned project tracker and project folders. Similarly EXCEL docket tracker is updated to match. Simplifying project-

tracking ability by team and admin.

- Identified & corrected variety of technical glitches, resulting better internal communication among dept. computers.
- Creation & implementation of departmental protocol and practices
- Creation of corporate Standard Manual outlining Brand guidelines/practices as well as Practices and Protocols.
- 3 GOLD HBRMA awards. 3 Bronze ADDY Awards.

GIRARD SYSTEMS

Webmaster/Graphic Designer – San Clemente, CA

2002 – 2005

Spearheaded both website development and print marketing initiatives. National magazine Ad campaigns, product brochures, all in-house working papers, certificates, order forms, technical manuals, tradeshow graphics, promotional collateral, etc...

- Design and created a variety of company websites for different product lines.
- Photographed company products applied Photoshop when necessary for design
- Copywriter for both Print and web.

[Please Visit My Linkedin Account for More Work History](#)

EDUCATION

Chapman University, BA Communication Minor Graphic Design,
Magna Cum Laude
Lambda Pi Eta
Gamma Beta Phi Honor Society
Awarded Most Promise in Professional Advertising (Creative)
Fullerton College, AA Degree,
Dean's Honor Roll
Awarded Most Creative Video Student