

Objective

To obtain a challenging position where my search engine marketing, data analysis, customer service, and management skills can contribute to the growth and profitability of a world-class company.

Education

ECPI College of Technology (Online Campus) – Virginia Beach, VA expected graduation: April 2010

- Bachelor of Science Degree in Information Management
- Dean's List Awards
- Currently maintaining a 4.0 GPA

ECPI Technical College – Glen Allen, VA June 2007

- Bachelor of Science Degree in Management Information Systems
- Dean's List and Perfect Attendance Awards
- Member of the National Technical Honor Society
- Graduated Summa Cum Laude with a 3.97 GPA

Qualification Highlights

- Several years of Internet marketing experience with search engine optimization and pay-per-click
- Strong knowledge of database querying, SQL, report building, Microsoft Excel, and Microsoft Access
- Experience managing business growth through marketing, data analysis, and customer service

Key Skills:

- HTML
- CSS
- Search engine optimization
- Google AdWords platform
- Adbrite platform
- WordPress administration
- Basic PHP knowledge
- Google Analytics
- Keyword research
- Data Analysis
- Database Management – Oracle and Microsoft Access

Employment Summary

Estes Express Lines July 2009 – Present

Operations Planning Analyst

- Build SQL queries to gather operational data, then compile daily, weekly, period, and quarterly reports
- Analyze dispatches, trailer volumes, cube, and freight travel to ensure maximum revenue and efficiency
- Communicate issues to Operations Planners and Terminal Managers

The UPS Store November 2008 – July 2009

Manager / Marketing Director

- Created and executed marketing plan that increased sales by 25% in January 2009
- Enhanced operations so that our location placed third in the Central Virginia/Tidewater district for shipping volume
- Mentored employees to facilitate improved performance and customer satisfaction

Interventures

November 2008 – February 2009

President

- Used principles of Internet marketing to grow a free Web hosting service user base to over 8,000 active users
- Practiced advanced search engine optimization techniques to garner high search engine results listings
- Managed daily relationship with technology vendor in the United Kingdom
- Executed sale of company to Brampton Capital, creating a 400% return on investment for investors

Little Mountain Technologies, LLC

August 2008 – November 2008

Field Technician

- Re-designed corporate Website and performed search engine optimization resulting in a Top 10 Google listing
- Provided technology support services to over 150 users at client companies
- Installed and managed technology solutions for clients, including Internet file stores and virtual private networks
- Developed an IT asset tracking database, including data model and schema design
- Installed Web-based helpdesk software to monitor user requests for assistance
- Created user documentation for virtual private networks and FTP access

The UPS Store

August 2004 – August 2008

Manager

- Promoted to manager in August of 2007
- Promoted customer-focused work environment where professionalism was a key requirement
- Resolved customer complaints with a focus on total customer satisfaction and recurring business

Assistant Manager

- Promoted to Assistant Manager in February of 2007
- Opened and closed retail sales environment on a daily basis
- Processed daily deposits and managed cash balances in point-of-sale systems
- Assisted in managing and training sales associates to exceed customer expectations at all times

Sales Associate

- Worked in a retail environment to assist customers with packaging and shipping needs
- Developed up-selling and cross-selling skills to increase average revenue per customer transaction

Globalwebbrands.com and freezoka

August 2004 – July 2008

President

- Executed Internet marketing plan that produced 400% growth in new Web hosting accounts in November 2005
- Deployed financial and human resources to market a free Web hosting service that grew to over 5,000 active users in one year
- Developed relationship with international technology partners in Sofia, Bulgaria
- Managed financial, marketing, and risk aspects of the business
- Executed marketing projects using search engine optimization and pay-per-click, measuring results with Google Analytics

Fairmount Christian Church – Children’s Ministry

February 2004 – April 2007

Webmaster

- Created Website and administered updates and refreshes of Website content on a weekly basis
- Served on a committee to develop a new Website for entire church based on the Joomla Content Management System (CMS)