

John F. Richardson

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SEO DIRECTOR / SENIOR PHP DEVELOPER with a solid record of developing and delivering integrated marketing initiatives and customer-facing activities. Big picture leader skilled in promoting products and / or business plans, fostering alliances to promote corporate objectives, and translating technical jargon into user friendly terms. Skills feature:

- B2B & B2C Marketing
 - Profit Analysis / Forecasting
 - Brand Strategy Management
 - Business Development
 - Return on Investment
 - Vendor Management
 - Trend Analysis
 - Market Penetration
 - Lead Generation
 - Direct Marketing & Ecommerce
 - Product Launches / Rollouts
 - Affiliate Marketing
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EXPERIENCE & ACCOMPLISHMENTS

The Jersey Group, Oradell, NJ (Start up lead generation venture.)

6/04-Present

SEO Director

Turned company into solid revenue generator within 3 months of tenure, managing operations with full P&L and marketing budget responsibility. Directed activities of SEO specialists, staff researchers, developers, link builders, and content writers.

- Championed development of online marketing program. Directed content plans for 18 niche websites across diverse business sectors.
- Orchestrated fully integrated SEM campaign. Managed company's ecommerce marketing, SEO ad buys, and advertising agency alliances.
- Analyzed and quantified ROI, conducted on page and on site SEO, and executed link building, unique content generation, social media marketing, and forum marketing and navigation. Drove brand awareness, increased traffic, and created analytic reports.
- Increased online sales 10% within initial 6 months of tenure, driving ecommerce rankings, and realizing 50% ROI.
- Ignited rankings in Google, Yahoo, and MSN.
- Boosted affiliate program sales 10% within 11 months.
- Managed social media marketing efforts: Digg, Reddit, Facebook, Twitter, MySpace and blogs. Connected social media avenues using RSS feeds and third party applications, yielding seamless integration, enhanced management capabilities, and increased visibility across all channels. Boosted credibility by implementing discreet IP address.

Quality Development, New York, NY (Government contractor.)

6/01-6/04

Senior PHP Developer

Spearheaded design, development, and delivery of company-wide advanced technology solutions.

- Built quality management system within 12-month span, yielding increased efficiency and streamlined operations, ultimately enabling company to achieve ISO 9001 and CMMI certifications.
 - Assessed and translated business requirements into web applications within stringent time constraints, partnering with Quality Management engineers to ensure software development lifecycle (SDLC) adherence.
 - Developed dynamic, interactive online HR applications, rendering department paperless and slashing workload 15%.
 - Forged key partnerships, seizing opportunities to drive business with global consultants and third party vendors.
 - Created and analyzed internal reports reflecting per marketing campaign statistics: cost per lead, cost per acquisition, conversion rate, lead totals, and daily / monthly marketing spends.
 - Conceived and delivered marketing collateral; coordinated and manned trade shows.
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EDUCATION

BS, Marketing, Information Management Concentration, Jersey City State University, Jersey City, NJ • May 2001

TECHNOLOGY SKILLS

Operating Systems: Microsoft Windows 7, Vista, XP, Server 2003, MS Office 2007, 2003,

Web & Graphic Design Applications: Linux Ubuntu, Zend Studio, Photoshop, Dreamweaver, Virtual Box, VMWare

SEM Tools: Wordtracker, Trellian SEO Tools, Google Analytics, WebEx, Webtrends

Datafeed Software: ClickTracks, Wordpress, Drupal, SEM Rush, Google Adwords, Facebook Advertising, Twitter

Programming Languages: HTML, CSS, XML, PHP, MySQL, MyPHPAdmin, MSSQL, Javascript