

Lewis Davidson

Tampa Bay, FL

(727) 543-1268

OBJECTIVE A lead position as the SEO & Marketing Specialist for a forward thinking company.

SUMMARY OF QUALIFICATIONS

- Five years of extensive experience in graphic design, web design and desktop publishing.
- Proficient on Macintosh, and PC platforms experience with Photoshop, Illustrator, Indesign, Pixelmator, Printfolio, Bridge, Contribute, DreamWeaver, Swish, CSS editor, RapidWeaver, Wordpress and Subreamer.
- Ability to work off of basic HTML or XHTML and CSS. I can align images as slices in Dreamweaver or with CSS. Skilled with the use and implementation of a variety of CMS systems.
- Creative, strong communication skills and consistent ability to meet deadlines.
- SEO optimization skills, from ability to write effective SEO rich web copy, as well as proper use of Google tools, 3rd Party tools, and analytical and metrics tools. From research to Meta data, to alt tags, back links and PPC campaigns, I have dedicated the last two years of my life to mastering the SEO arts.
- E-marketing experience. I have worked with Mailchimp, Constant Contact, Infusionsoft and other E-marketing systems to deliver professionally produced, A/B tested email marketing campaigns.
- Ability to implement copy & content for both websites, landing pages and email auto responders.
- Google Adword, Analytics & Web Master Experience.
- I have been a blogger on a personal and corporate level for over four years.
- Demonstrated ability of how to conduct market research and develop a complete marketing and SEO strategy for companies of any size.
- Certified GUI designer, and familiar with web optimization and accessibility compliance issues.

EDUCATION

Certified internet webmaster/ designer / Pinellas Technical Education Center in St. Pete /
2006 S.A. in Communications / Purdue University / Westville, IN / 1994

WORK EXPERIENCE

SEO & Marketing Specialist / BobCAD-CAM, Inc. / May 2008 – March. 2010 /

E Marketing/ Envala, Inc. Port Richey, FL. / October 2008 – Feb. 2009 /

Multi Media Designer / Walk for an Angel, NFP – Palm Harbor FL. / March 2007 – August 2008 /

Graphic Designer / Digital 1 Media inPlay, and PCDJ divisions – Clearwater, FL. / 2005 – Feb. 2007 /

Web Master / The World Wide Record Pool, Inc. – Clearwater, FL. / 2002 – January 2007 /

REFERENCES

Available upon request from associates at every former position I have held.