

RESUME

Gary L. Marshall

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SUMMARY:

Veteran online marketer. Strong background in writing and design. Excellent track record at search engine optimization, not only with sites ranking well but also converting with visitors. Deep knowledge of information architecture, usability and user experience principles.

PROFICIENCIES:

All the standard web design and development tools (Photoshop, Dreamweaver, Flash, Illustrator) and all the software used in information architecture and user interface design (Visio, Graffle). Adept with Microsoft Office, fluent in Open Office, and well-versed with Web analytics packages (Google Analytics, Omniture, Webtrends). Experience with many content management systems, including WordPress. More than a decade's experience with HTML, CSS and Javascript. Strongest suit is the most under-appreciated computer language of all -- English.

WORK HISTORY:

- InterActive Financial Marketing Group, Richmond, VA.

SEO Developer

Wrote and developed more than 50 car loan lead generation Web sites. Boosted Web leads roughly 60 percent. Three top-traffic sites all ranked in the Google Top 10 and converted at rates of 14, 16 and 22 percent. Developed a customer email followup campaign that made a significant positive impact on the company bottom line. (June 2006 -- Jan 2010)

- Targetem, Norfolk, VA.

SEO Manager

Handled graphic design, search engine optimization and content creation for customers of this start-up Internet marketing firm. Key accomplishment was every single customer getting at least one page in Google's Top 10. (July 2004 -- May 2005)

- Skycasters, Virginia Beach, VA.

Online Marketing Manager

Satellite Internet provider with sales in excess of \$7 million annually was solely fueled by a network of three Web sites. One took a technical, resource-aggregation approach to generating sales calls and catered to an industrial audience (such as offshore oil rigs or automated process control systems). One site took a discount-price approach marketed directly to consumers, and one catered to the high-end consumer market. SEO success at this company led the owner to start Targetem, listed above. (Oct 2003 -- July 2004)

- Core Management Consultants, Richmond, VA.

Information Architect

Commonwealth of Virginia Web portal project combined scattered sites into one cohesive unit. (June 03 -- July 03)

- Object Systems Group, Richmond, VA.

Information Architect

First information architect on a project later listed as one of the Top 10 intranets in the world. (March 03 -- April 03)

- Venturi Technology Partners / Trilogy, Richmond, VA.

IT Consultant

My work at large companies tends to be highly specialized; my experience at IT consulting firms tends to feature my versatility. Assignments ranged from web site development to technical writing, from user interface design to business analyst.

(March 01 -- Nov. 02)

- iXL, Richmond, VA.

IT Consultant

Information architect, Web developer and trainer for a national Web development company. Top project was developing the Owens & Minor intranet.

(Aug. 00 -- March 01)

- Independent IT Consultant, Richmond, VA.

Highlighted client would be Reynolds Metals. Sites included an educational resource for school children, and technically focused sites for their Reynobond composite building products and their bulk bauxite and alumina operations. (Dec. 98 -- Aug. 00)

- Xperts / MacXperts, Richmond, VA

IT Consultant

Among other assignments, tasked with writing the Web site for this IT staffing company. Goal was to find qualified candidates for placement and company doubled in size during my tenure. IT placement assignments included putting a paperless intranet inside a paper mill, and writing a manual for software that ran on a Newton.

Jan. 96 -- Nov. 98

- Earlier News Career

Reporter/Editor

Eleven years at United Press International in Richmond, including a year running statewide operations as bureau chief. Also of note -- stints at The Cincinnati Enquirer, Cleveland Plain Dealer and Associated Press in Tel Aviv.

EDUCATION:

Ohio University. Journalism major, double minor in history and philosophy.

REFERENCES:

Available upon request.