

JEFF SWANSON

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Summary A motivated, intelligent and creative individual with 4+ years of diverse Web experience including: design, Internet marketing, copywriting, marketing research, social media and business development.

Relevant Experience

Movéo Integrated Branding 1 Parkview Plaza, Oakbrook Terrace, IL
Site and Search Optimization Analyst October 2008 – Present

- Currently manage all SEO strategies and implementation for our various B2B and non profit clients
- Coordinate with PPC team and assist them with strategies
- Lead an evolving social media strategy team
- Create content and web copy when needed
- Develop monthly reporting for all clients

ShopLocal, LLC 225 N. Michigan Avenue, Chicago, IL
Search Marketing Analyst June 2008 – August 2008

- Measured and evaluated the efficiency of various merchandising and marketing efforts
- Analyzed reports and researched market trends
- Recommended site improvements
- Developed a link building and organic traffic strategy
- Optimized site using SEO strategies

Netshops, Inc 12000 I Street, Omaha, NE
Marketing Coordinator, Content Team April 2005 – May 2008

- Assisted with development and managed HomeFurnish.com, a successful home décor website that receives more than 200,000 page views per month and \$100,000 in advertising revenue
- Developed and marketed numerous other content sites, including Refrigerators.com and UniqueGiftIdea.com
- Search engine optimization
- Wrote SEO-friendly web content, including articles and blog entries
- Communicated advertising pricing and placements with clients

Education

University of Nebraska at Omaha
B.S. in Journalism – Public Relations/Advertising

Technical Skills

- Operating Systems – Windows & Macintosh
- Design Software: Photoshop, In Design
- Web Software: Dreamweaver, Ektron CMS, Analytic Software
- Web Languages – XHTML, CSS
- Strong verbal, written and organizational skills