

**ALEXIS SIEMON**

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PROFILE

Professional SEO, SEM, and internet marketer looking to utilize my expertise to generate quality website traffic, leads, and sales as part of a creative and focused marketing team.

SKILLS**SEARCH ENGINE MARKETING and INTERNET MARKETING**

- Management of all SEO efforts for several web properties including content optimization, site architecture, keyword research, META tag creation, Robots.txt, link building, link sculpting, XML sitemaps.
- Management of lead generation efforts through PPC search engine campaigns (Google Ad-words, Yahoo Search Marketing, Business.com, MSN AdCenter, MIVA) Achieved conversion rates over 15% for several campaigns.
- Creation and testing of landing pages including multivariate testing.
- Social Media Marketing (Digg, StumbleUpon, Squidoo, Facebook, etc.).
- Video marketing and optimization.
- Online media buying: CPM, CPC, and CPA media buys, including banner ads, direct e-mail, and newsletter sponsorships.
- Web analytics.
- e-newsletter content creation and delivery

WRITING AND EDITING

- Website content.
- PPC Landing Page copy.
- SEO articles and white papers.
- eNewsletter content.
- Direct e-mail ads and newsletter sponsorships.

TECHNICAL SKILLS AND EXPERIENCE

- Wordpress Installation and Content Management
- Google Analytics

- WebTrends
- ClickTracks
- HTML and CSS
- Photoshop
- Dreamweaver

EXPERIENCE

SEARCH ENGINE MARKETING SPECIALIST, EARLY TO RISE, DELRAY BEACH, FL — 2006-2009

- Managed SEO/SEM and PPC for several websites at an online publishing company (www.earlytorise.com, www.investorsdailyedge.com, www.totalhealthbreakthroughs.com)
- Focused on lead generation for e-newsletter list building.
- Social Media Marketing
- Video Marketing
- Link Building
- Web analytics
- Regular contribution of SEO articles to Early to Rise newsletter and website.

MARKETING SPECIALIST, SCRIPTLOGIC, BOCA RATON, FL — 2004-2006

- Managed all areas of interactive marketing including PPC and SEO
- Coordination of budget, schedule and creative for e-newsletter sponsorships
- Managed coordination of print advertising with advertising agency.
- Creation and distribution of direct e-mail marketing campaigns including company e-newsletter.
- Reporting and analysis.
- Sales support.

MARKETING COORDINATOR, GLOBAL PARTNERS GROUP, FT. LAUDERDALE, FL — 2001-2004

Coordinated multiple and varied interactive and traditional media buys for a group of high-end financial products. Content management, marketing and web analytics of all company websites. Coordinated internal communications projects.

SENIOR WEB SITE MARKETING SPECIALIST, KEY PROMOTIONS, INC., FT. LAUDERDALE, FL — 1998-2001

Serviced multiple B2B and B2C clients with a variety of interactive marketing services including SEO, web analytics, consultation, competitive analysis, online media buying, direct e-mail, and reporting.

EDUCATION

Florida State University, Tallahassee, FL — English, 1997