

Jamie Wilson

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Career Objective

To utilize my search engine marketing, web content writing and keyword/web trend research skills via a position that is challenging, creative and stimulating, while adding value to a large organization by improving website monetization, visibility and interaction.

Education

Drake University, Des Moines, Iowa | Graduated May 10, 2003

Bachelor of Arts in Journalism and Mass Communication

Major: Public Relations

Areas of Concentration: Marketing and Management

Career Highlights

Owner/Creator/Head of Web Design, SEO and Internet Marketing:

OrganicBambooClothing.com, a high-end eco-friendly store. I developed OrganicBambooClothing.com in 2006, after researching consumer and web trends to isolate a profitable, growing niche market.

- Using my web design, web copywriting and search engine optimization skills, I purchased this domain name and built the website from the ground up. I am now ranked #1 (organic results) on Google for “bamboo clothing,” and other highly competitive terms, and have monetized the site by securing great rankings for highly searched terms, using customer service and email marketing to build a client base, and by developing a unique network of suppliers from around the world.
- I also opened my web store as a “brick and mortar” location in a local mall for Holiday 2009. This allowed me to hone a completely new set of skills: negotiating with vendors; all retail buying responsibilities including importing merchandise directly from overseas; all aspects of retail merchandising, store layout and design from vision through implementation; point-of-sale programming; all accounting responsibilities; creating advertising campaigns for radio and print; all public relations efforts, including targeted press releases resulting in several news spots on the local NBC affiliate, an article in the Des Moines Register and a local magazine feature; employee hiring, training and management of several retail associates.

Search Engine Expert: OptimalVisibility.com, a search engine optimization & web content firm I own, through which I freelance. (In and of itself, OptimalVisibility.com is the number one/two organic result on Google for ‘SEO Des Moines.’) I create original, search engine optimized web copy, press releases and web sites, as well as analyze rankings, do extensive keyword research and analyze social media and market trends. Some projects include:

- **Search Engine Optimization/Affiliate Marketing Consultant: SatelliteOne.com.** I redesigned this site to be SEO friendly, performed all keyword research and SEO, and set up the site for additional monetization via affiliate and advertising programs through Amazon.com, Commission Junction and Google AdSense. The site now has above-the-fold organic rankings for dozens of target, highly competitive terms such as ‘no contract satellite TV’ and ‘prepaid dish network.’

- **Marketing Coordinator and Webmaster: KirkWilsonSoccer.com.** I created & manage this website, and optimized it from keyword research to implementation. This site is now number one on Google (organic) for my target national phrase, 'Personal Soccer Trainer,' and on the first page (organic) for my target local search, 'Des Moines Soccer.' I also currently develop all on- and off-line marketing strategies, and provide expertise regarding affiliate marketing opportunities.
- **Owner, Webmaster, SEO Expert: JellyBeanQuilts.com.** I created this site for my own "hobby" business. Relying on creating social media buzz alone, I was able to reach moms around the country for free – this business was profitable within a week of putting up a website. By analyzing keyword data, I isolated the specific ways people were searching for what I offered, and have gone on to become number one on Google (organic) for my target phrase, 'baby clothes quilts.' I have also used my public relations and marketing skills to secure a featured segment on WHO-Channel 13 (local NBC) for this business, as well as a feature in an upcoming major online parenting newsletter with a reach of 160,000 moms.
- **Lead Copywriter and Project Manager: WSIResources.com** (now BlueTraffic.com), a web design firm. Through a contract with this firm, I provided search marketing strategy/planning, search optimized content, optimized press release creation, keyword research, and usability consulting services. Developed advanced search engine optimization campaigns for dozens of clients, from keyword research through technical implementation. I also managed 50+ search engine advertising campaigns for clients on Google, Yahoo and MSN, and contributed to social media research and strategy development.

Managing Editor: VegFamily.com, an online magazine targeted to the vegetarian community. Duties include extensive web copy editing and content creation, managing a team of 4-5 staff writers and 15-20 freelancers, formatting web copy/transitioning non-web copy to web-friendly/SEO-friendly format, search engine optimization, food photography, internet research, banner and button ad design, public relations, social media marketing including extensive forum work, and internet advertising sales. Head assistant on the publication of Vegan Family Favorites, a published cookbook utilizing user-generated content from the website.

Computer Skills

- Advanced experience working with Microsoft Word, Adobe Photoshop, Microsoft Excel, Microsoft Publisher, Microsoft Powerpoint, WebEditor, FTP, Salesforce, Wordpress, multiple shopping cart and content management systems, Quickbooks, Constant Contact, Google Analytics, Keyword Discovery.
- Extensive knowledge of search engine friendly web page design and usability, HTML, PHP and CSS.
- Extensive experience designing and updating websites, collateral marketing materials, writing and editing web copy and conducting keyword research.
- High degree of knowledge regarding writing for the web and writing for SEO.
- Many years of experience writing reports, papers and client presentations.
- Advanced knowledge of search engine optimization techniques.
- Experience working with all major search engine advertising (PPC) platforms.