

Jeffrey Nichols
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Search engine optimization professional with 7 years experience managing enterprise-level pay-per-click campaigns and producing organic search results.

Experience

Client: **Power Systems INC** (03/2009 – Present) – <http://www.power-systems.com>

- Managing Ecommerce team in order to increase traffic & sales to the website
 - Increased organic traffic by 56%
 - Increased average weekly revenue by 32%
 - Reduced cost-per-conversion by 49%

Client: **McRae** (01/2008 – Present) - <http://mcrac.com>

- Developing, implementing and managing SEM campaigns for all interactive clients
- Installing Google Analytics tracking on both secure and public-facing websites in order to measure ROI
- Writing monthly Analytics reports to outline site performance and highlight areas of potential improvement

Client: **Bowen Family Homes** (2008 - Present) - <http://www.bowenfamilyhomes.com>

- Managed developers on new website build to ensure search friendliness
- Implemented 301 redirect strategy to reduce impact of site conversion
- Leveraged existing database content to optimize search engine content pages
- Managed a PPC budget of \$10,000 per-month which increased home sales by 9% during a down market
- Reduced cost-per-conversion by 49%

Client: **GamePlan Financial** (2008) - <http://www.gameplanfinancial.com>

- Interfaced with ASP developers to ensure site-structure was search engine friendly
- Developed a strong link building campaign to improve SEO
- Managed a PPC budget of \$10,000 per-month

Client: **Pathway** (2008) - <http://summergrove.com>, <http://visitriverriverrock.com>, <http://lakeastoria.com>, <http://lake-forest.com>

- Performed search engine optimization utilizing white-hat methods for optimizing Flash-based websites
- Managed a PPC budget of \$10,000 per-month

Client: **Diamond Mountain Rentals** (2008) - <http://www.diamondrentals.com>

- Optimized existing content, page titles and descriptions which improved organic traffic by 18% in the first 6 days
- Improved navigation and work-flow of the website to increase conversions
- Overhauled the CMS to repair over 800 broken links while improving website continuity and design

Client: **Jim Chapman Communities** (2008) - <http://www.jimchapmancommunities.com>

- Improved brand awareness and increased inbound links by leveraging social media outlets
- Wrote new page titles and descriptions to improve search rankings and increase CTR
- Optimized landing pages for each specific community by providing a clear call-to-action
- Configured email contact links to trigger a goal conversion within Analytics to allow better tracking of ROI

Client: **Oberman Law Firm** (2007) - <http://tndui.com>

- Optimized HTML tags & content to improve SEO resulting in a 30% organic traffic increase
- Applied CSS to existing design to reduce page size, load time while making future updates faster & easier

Client: **Wedding Perfect** (2005) - <http://wedding-perfect.org>

- Researched keywords to find those with little competition for a given topical community
- Analyzed ad text to determine the best performing ad copy by leveraging multivariate split-testing
- Implemented Google Website Optimizer on landing pages to discover high-performing layouts

Employer: **Talbots, INC** - Systems Analyst - Knoxville, TN (5/1999– 3/2006)

- Managed IT operations of a 400-seat call center with 25 servers 24/7 364 for 7 years
- Acted as Project Manager on a variety of IT projects

Certifications

- Google AdWords Qualified Individual
- Microsoft Certified Systems Administrator (MCSA) – Windows 2003
- SEMPO Member (Search Engine Marketing Professional Organization)

Education

- University of Tennessee (sought Bachelor of Arts, Marketing) - Knoxville, TN
- University of Maryland - Princess Anne, MD

Personal Growth Projects & Accomplishments

- Regularly attend cutting-edge Search conferences (SMX Advanced, SEOmoz)
- Active member of Web Entrepreneurs Meetup Group
- 1st place finish in the East Tennessee Mountain Bike Classic
- Active member of the Friends of Haw Ridge Park - Oak Ridge, TN
- Author a Google Analytics blog for SEO Professionals (<http://seojeff.com>)
- Developed a free SEO tool – SERP Designer (<http://www.searchsnippet.com>)

Related Experience

Software

Photoshop
Dreamweaver
MS Office
AdWords Editor
adCenter Desktop

SEM Products

Google AdWords
Yahoo! Search Marketing
Microsoft adCenter
Facebook Advertising

Programming Languages

HTML, XHTML
PHP
CSS
XML
MySQL
Javascript

Content Management Systems

Wordpress
Joomla
PHPFox
Miva Merchant
Drupal