

CRAIG S. KIESSLING

Online Marketing Master

SEO Guru and More

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PROFESSIONAL SUMMARY

Highly effective and creative Marketing master implements technology to increase ROI via online marketing methods such as SEO and Search Marketing tactics like SEM, SMO, Web 2.0, blogging, networking, and others.

Front-end Development, Content Management Systems, Customizing WordPress, Professional & Social Networking, Search Engine Optimization, Search Engine Marketing, Online Marketing, Analytics and Reporting, Identify Opportunities, Performance Strategies.

I will make your organization money. I will save your business money.

In short – Your Organization NEEDS ME.

KEY STRENGTHS / MAJOR CAPABILITIES

- Consulting, Benchmarking and Implementing various strategies for SEO (Search Engine Optimization)
- Planning and executing strategic marketing campaigns online (web-based or static beginnings) via web, internet, email, etc., and to measure metrics & analytics to influence positive ROI; impressive accountability.
- Ability to manage, delegate, & train teams in various aspects of Internet/Online Marketing, including webmaster, developer, designer, producer, writer, etc. using state-of-the-art techniques, methods & trends.
- Sophisticated understanding and enthusiastic researcher of technologies, such as SEO, SEM, SMO, PPC, affiliates, Marketing concepts, strategies & methodologies, ecommerce, ROI, and much more.
- English communication in a variety of styles, to accomplish different goals. From code to content, design to development, management & training to marketing & analytics, I've the resources and experience to be a success.
- Goal, achievement and result oriented; Able to see the "big picture", as well as having an eye for detail. Flexible & collaborative, but also able to delegate, & be self-managing.
- Innovation & Persistence; if I don't have the solution, I will find it or learn it.

SKILLS

Knowledge

Emerging Technologies & Trends
Online Marketing
Blogging
E-Commerce
Web Development
Web Design
Webmaster
Content Management
Content Sourcing
Content Syndication
SEO (Search Engine Optimization)
SEM (Search Engine Marketing)
SMO (Social Media Optimization)
Building relationships
Analytics (Measuring & Reporting with Meaning)
Usability
Web Standards
Cross-Browser Compatibility
Accessibility

Software

Microsoft Office
Microsoft Project
Dreamweaver
Adobe Photoshop
Omniture
HitWise
Web Trends
WebPosition
WebCEO
Various CMS
WordPress
Digital Impact Campaign Manager
Erigami's SNF+
SEO Surf
RankSense
WebTrends
Coremetrics
Firefox's Firebug
Market Samurai

Languages

HTML (including 5)
DHTML
XHTML
CSS
JavaScript
PHP
MySQL
SQL
RSS
Atom

WORK EXPERIENCE

CSKnet **2007 – Present**
Atlanta, GA
Managing Consultant

Consulted with diverse clients on Online Marketing strategies, SEO (Search Engine Optimization), Web 2.0, SMO (Social Media Optimization), Front-end development using HTML, CSS, PHP, MySQL, JavaScript, CMS, (with cross-browser compatibility, usability, accessibility, standards, etc.), including custom Wordpress development as well as Research, Reporting, Analytics, eCommerce consulting, and training.

Hiyaa!! Martial Arts Podcast (www.hiyaapodcast.com)

- Co-Host, Webmaster & Online Marketing Manager
- Custom Design & Development of Wordpress-backed Website
- Social Media Optimization
- Content Development
- SEO - Search Engine Optimization

Atlanta Mahjong (www.atlantamahjong.com)

- Design & Develop informational, yet converting & engaging website
- Implement customized CMS
- Initiate Competitive Research, SEO, SMO, Online Marketing, etc.
- Engage in blogging and other Web 2.0 practices

PATHS Atlanta (www.pathsatlanta.org)

- As a founding member of this non-profit, I built the website, and provide webmaster-ing, SEO, Content Management, Competitive Research & Benchmarking, analytics, Video Production & Marketing, blogging, as well instruct in martial arts
- Increased overall traffic by 200%

Central Equine (www.centralequine.com)

- Consulted & Implemented SEO strategies & techniques, competitive landscape benchmarking, monthly analytics (Google Analytics & Coremetrics) and competitive progress reports, keyword research, offsite strategies, etc.

Sagal Radio

- Consulted on Online Marketing implementation

Brocket Pub & Grill

- Consulted on Web Development, Content Management & SEO

Definition 6

- Initiated in-house SEO process with aligned Analytics (Google Analytics & Coremetrics)

Twenty-Six Two Marketing Agency

- Consulted, Advised & Implemented strategies for Competitive Research, Benchmarking, SEO, SEM, SMO, Reporting, Development, Blogging, Content Management Systems, Online Marketing efforts and more for various clients
- Sampling of clients include: M9 Solutions, Ankle & Foot Centers of Georgia, Rilko Kids, LimeDot, Christian City, ChoicePoint's IRM (Identity Risk Management), National Disability Lawyers, 755 Club, etc.

Worked with clients in Singapore, such as Joshua Consulting Group, Omniface & Grassland Express Tours, to provide in-depth Competitive Analysis, advice & Implementation of enhancements to web presence, activities and processes, and manage flow of enhancement for SEO (Search Engine Optimization)

DungeonMastering.com
Atlanta, GA
Online Editor

October 2008 – July 2009

- Edit, proofread, provide SEO, some HTML, JavaScript, CSS, PHP coding & edited Creative Commons imagery for articles for online magazine
- Create inspirational ideas for blog posts & articles
- Noticed increase of overall traffic by 35%

Hewlett-Packard Asia Pacific Pte Ltd
Singapore

2002 – 2007

Country e-Operations Manager (Online Marketing, Webmaster, SEO, Development, Design, Analytics, Reporting and much more)

- Raised Web-Generated revenue across country SMB Portals in South East Asia by 40-60%, within a 12-month period.
- Strategic Planning, Initiation and Managing Execution of web and eMarketing (online, internet & email marketing) campaigns for the SMB & Enterprise sector in Singapore, Indonesia, India & Thailand
- Conceptualized & Initiated execution of program to equally distribute visibility of various Business Unit's products on portals
- Designed, Developed & Managed execution of eDMs (electronic direct mail marketing), Promotions & Special Events Pages, Micro-sites, Links & Chicklets; all as supporting and achieving various SMB campaign objectives
- Ensured fresh content for site & eCommerce applications was up to date, using CMS, HTML, CSS, JavaScript, SQL and more.
- Used various reporting tools to create reports, analyzed and acted upon Campaign Performance Metrics & Conversions (Omniture & Coremetrics)
- Liaised directly with CRM & ERP associates to achieve full CLM (closed-loop marketing), from ensuring accuracy & completeness in customer database and targeting the audience, to loyalty programs, Opt-ins and personalization.
- Migrated old portals into new standards of design & development, ensuring usability and structure
- Facilitated New Product Introductions online
- Managed partners & vendors in collaborating on projects
- Re-developed and Maintained SMB portals and updated online Product Catalogues
- Helped facilitate various customer incentive rewards programs within Singapore
- Lead presentations and meetings to highlight achievements and discuss escalations
- Served on various project planning and execution boards for various aims, including Web 2.0 involvement, such as blogging, SMO, etc.
- Trained various agency employees in HP Proprietary software, HP eMarketing standards, Design & Development standards, etc.
- Continuously improved operating processes, keeping in mind budget (and individual & team targets), so as to lower cost and improve ROI.
- Conducted in-depth training for new team members to repeat all duties of a Country Operations Manager for other South-East Asian countries

CSKnet 1998 – 2002
Atlanta, Georgia U.S.A.

Worked with diverse clients to:

- Conceptualize, Initiate and Manage online web, Internet & email Marketing campaigns
- Lead & Coordinate various aspects of Online Acquisition & Retention Marketing efforts designed to drive site traffic. PPC (pay-per-click), SEO (search engine optimization), SEM (search engine marketing), Affiliate programs, Portals, Comparison Shopping sites, Affinity sites, & other media-based business building activities.
- Analyze metrics of marketing campaigns, web sites & portals (SEO, usability, keywords, structure, lead generation, customer database, etc.), create reports, and consult on effective strategic solutions for better ROI (Coremetrics, Omniture, etc.).
- Consulted, advised & implemented proper roadmaps to standards, usability, accessibility, cross-browser compatibility, etc.
- Advise on content for lead generation, retention, return visits, lead conversion, SEO, SEM, eCommerce, SMO, etc.
- Develop entertaining yet informative newsletters and collateral materials with HTML, PHP, MySQL, CSS and other development technologies
- Explaining & Offering high bandwidth/low bandwidth options
- Full life-cycle local and web-based application development
- Site maintenance and communication establishment

Sample list of clients: *Six Continents Hotels, Warranty Corporation of America, Grizzard, Homestore, EzGov, J. Walter Thompson, Andersen Consulting, Golden Key, Physical Training Traditions, TechBios, Salvation Army – Florida, WebUseNet, E-Staff, C. Dickens*

Integratech 1995 – 1998
Atlanta, Georgia U.S.A.

- Initiated company website development to improve communications, using HTML, CSS, JavaScript, PHP & MySQL
- Ensured website was up to standards, including accessibility, usability, cross-browser compatibility, etc.
- Facilitated inter-departmental communications via reports, newsletters, etc.
- Crisis Management in day-to-day escalations
- Managed team of over twenty customer service representatives
- Prepared reports based on sales and Customer Service Representatives

ASSOCIATIONS

The National Eagle Scout Association
The Internet Society
The Online Marketing Research Organization
The Management Solutions Network
The International Webmaster Association
The HTML Writers Group
The Web Design and Developers Association
The Atlanta Macromedia Users Group
The Atlanta ColdFusion Users Group

DEVELOPMENT COURSES

2004 Certificate in Total Customer Experience (Hewlett-Packard)
2004 Certificate in Data Privacy (Hewlett-Packard)
2004 Certificate in Quality & Workforce Development (Hewlett-Packard)
1999 Certificate in Developing Web Applications, *NTI (New Technologies Instruction)*

EDUCATION

University of Georgia 1991 – 1995
Business Administration / Marketing

References, Letter of Recommendation, etc. available upon request

Please visit www.csknet.net for more details