

SHAWN K. DEVLIN

2062 Pontchartrain Dr. Rockwall, Texas 75087
Phone 972-771-1327 email: devlin46@charter.net

EXPERIENCED DIRECTOR OF MARKETING SEARCH ENGINE OPTIMIZATION

***SEO * Social Media Marketing * Web Analytics * Link Structure * Organic Exposure
Google Analytics * Success Metrics * Metatag Design & Placement * Keyword Targets***

PROFILE

Highly motivated and loyal Marketing professional with over 14 years of experience in internet-related marketing, 4 years as Director of Marketing for an elite web design and development company, and 4 years operating internet marketing companies. Seeking a high-level Marketing position in which I can institute customer-driven marketing strategies effective in stimulating sales and increasing market share for the benefit of a world class, high-integrity company.

SUMMARY OF QUALIFICATIONS

- Demonstrated expertise in instituting SEO tactics that include analysis of keywords, content and meta data, performance tracking and link building
- Tremendous experience in managing the creation and implementation of online marketing programs and advertising in the areas of search engine marketing/search engine optimization
- Keeps abreast of the latest SEO trend developments as well as the newest organic search, paid search and social media trends
- Extremely well versed and experienced in researching and developing keyword target lists, developing link strategies, and implementing processes and SEO best practices
- Wide-ranging online marketing expertise in areas including implementing critical marketing strategies, and devising key performance indicators on SEO effectiveness encompassing success metrics, processes for measurement, and opportunity analysis
- Exposure with executing SEO in multiple languages, with a strong understanding of specific marketing trends and cultural differences
- Highly effective in building and cultivating positive relationships and rapport across all levels including senior management, stakeholders, key accounts, and cross-functional teams
- Exceptional leadership, organizational, oral/written communication, and presentation skills
- Highly analytical, with solid experience managing budgets and resolving issues within set deadlines
- Enthusiastic leader focused on inspiring, leading and motivating others to build teamwork and in creating and maintaining an atmosphere conducive to self-directed work groups
- An ethical and honest professional who facilitates a team approach to achieve organizational objectives and increase productivity, with low employee turnover and high utilization of employee strengths

PROFESSIONAL ACHIEVEMENTS

- Played a key role in elevating Sprocket Data to the list of Top 10 Web Design and Top 10 Web Hosting Companies as ranked by the Dallas Business Journal
- Enacted measures that resulted in exponentially increasing the web presence of the clients of Sprocket Data, Devlin and Associates, and Rockwall Data Systems
- Developed, implemented, and defined the marketing strategy which propelled personal sales to more than quadruple throughout an 11 state territory, leaping to over \$4 million in a five-year period with Jumping Outdoor Products
- Increased brand awareness and market position for Jumping's line of trampolines and sports related products through major retailers such as Target, MC Sports, Blains, Allied Sporting Goods, and Dunham Sports
- Strategically positioned a multi-product line in the marketplace to the benefit of the company and personal customers

PROFESSIONAL EXPERIENCE

National Business Research Institute, Inc.

2007 - Present

Search Marketing Analyst

Directs all aspects of online marketing, including keyword research, pay-per-click management, link structure, metatag design and placement, link building, copywriting, blog posting, social media marketing, and web analytics.

Key Contributions

- Efficiently reduced pay-per-click spend by 70% while increasing conversions and conversion rate

- Drove the growth and increase of organic exposure, and strengthened brand recognition

Rockwall Data Systems, Inc.

2007 - Present

Owner/President

Carries out all facets related to management and operations of web design, development, and marketing for the company. Continually analyzes and assists in the traffic development of existing customer's sites on major search engines.

Key Contributions

- Effectively prospects, identifies, secures, and retains clients for new websites and website traffic expansion

Sprocket Data, Inc.

2004 - 2007

Director of Marketing

Spearheaded sales and marketing endeavors for web design and development, collocation and hosting, and SEO in both the Dallas Metroplex as well as nationwide. Accomplished SEO duties comprised of keyword research, metatag design, copy writing, link building, and rank reporting. Remained up-to-date and current on all Search Engine Marketing practices through newsletters, bulletin boards and attending SEO networking meetings. Productively managed all day-to-day customer service and client retention duties.

Key Contributions

- Increased annual sales by threefold through cold calling and SEO practices
- Thrust Sprocket Data and several of its clientele to the top of the major search engines by utilizing link building and networking

Devlin and Associates

1999 - 2004

Owner/President

Owned and operated Devlin and Associates, an Internet Marketing company that increased web presence for retail and personal websites. Carried out all management, education, and day-to-day operations of company. Actively attended conferences and training necessary in keeping current with online marketing strategies.

Key Contributions

- Led Devlin and Associates in continued client growth each year since it's founding in August of 1999

Jumping Outdoor Products

1988 - 1999

National Account Manager

Led growth of sales for sporting goods and toys in an 11 state territory. Identified, prospected and closed business deals in gaining new clients. Cultivated relationships with existing clientele in order to maintain business growth.

Key Contributions

- Instrumental in developing packaging and display materials to enhance client's retail sales
- Integral in the start-to-finish production of company-wide new point of purchase displays and advertising materials

EDUCATION

Slippery Rock University - Slippery Rock, PA
Communications, Languages, Music

TECHNICAL SKILLS

Proficient in the use of html, Photoshop, some Linux and most Google Analytics as well as MS Excel, MS Word, Web Ranking software, ACT and most any contact management software

PROFESSIONAL AFFILIATIONS

DFWSEM - Dallas Fort Worth Search Engine Marketing and attend their meetings on a monthly basis to stay current.
The Dallas Blue Network - http://www.linkedin.com/groups/Blue-DallasBlue-Business-Network-25000-106?trk=myg_ugrp_ovr
LinkedinSEO

LANGUAGES

Conversational Spanish; Fluent in English

REFERENCES AVAILABLE UPON REQUEST