

Brian DeLoach

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Objective

I am a versatile Web Developer with a focus on Search Engine Optimization. I have worked on interactive projects ranging from two person startups to Fortune 500 companies. My education and experience provides me with the perspective to know that there are many facets in creating and maintaining a successful online presence.

Relevant Work Experience

March 2008 – April 2009

Nurun

Search Engine Optimization (SEO) Specialist

Advised clients including Havertys Furniture, Loews Hotels, SPX, BRP/Evinrude/Sea-Doo on how best to create and optimize their websites for search engines.

Worked directly with internal IA, Development, and Creative teams to ensure Nurun's website creations complied with search engine standards.

Performed detailed keyword research by analyzing search volume, competitive data and relevancy to identify the best keywords for our clients to target on a given page.

Analyzed website architecture for potential crawlability problems and made recommendations on addressing issues.

Monitored client's analytics for website traffic growth and made educated recommendations based on results data.

Developed and presented SEO Guidelines to help educate and inform internal teams in Montreal, Toronto and New York offices.

Contributed to the creation of Statement of Works for new SEO client work.

Constantly stayed up to date on latest industry trends by reading industry blogs, attending conferences and participating in relevant discussions.

August 2006 – March 2008

Cornerstone Media Group

Web Developer & SEO Engineer

Handled all phases of website development from kick-off meeting to final implementation.

Interfaced with clients on a daily basis to gauge their feedback and insure a successful project.

Improved clients search engine rankings through Search Engine Optimization.

Organized client content and improved usability through sitemaps and wireframes.

Created visual design of client's websites using Photoshop.

Developed websites according to current web standards using XHTML/CSS.

Assisted in development of business plans and internal procedures to improve company efficiency.

Created new revenue streams by developing services such as Website Analysis Reports.

March 2005 – September 2007

Rare Medium

Contractor

Worked with Rare's Project Manager and Lead Designer to optimize imagery for global re-design of all Ritz-Carlton websites.

Optimized imagery for Rare's client Publix to fit design specifications.

February 2006 - August 2006

Prism Technologies

Flash Programmer & SEO Engineer

Developed Flash applications for touch screen interfaces using ActionScript and XML.

Improved efficiency of existing Flash applications by converting them to XML.

Optimized corporate site to web standards by redesigning it in XHTML/CSS instead of Flash.

Improved corporate website's search engine visibility through SEO techniques.

January 2005 - March 2005

Rare Medium

Information Architecture Intern

Assisted Senior IA in development of wireframes and sitemaps for Ritz-Carlton and Publix.

Attended meetings with Rare's client, Interface Flooring, and was involved with entire project lifecycle

Skills

SEO

XHTML/CSS

Adobe Flash

Actionscript/XML

IA / Usability

Photoshop

Illustrator

Google Analytics

AJAX

MS Visio

Education

May 2004 - September 2006

The Art Institute of Atlanta

Atlanta, GA

Bachelor of Fine Arts in Interactive Media Design

Focused course load on SEO, Usability and Information Architecture

Honored with portfolio award Best of Show upon graduation

Honored with Outstanding Contribution to Department award upon graduation

Graduated Cum Laude