

Al Dugan

OBJECTIVE

To further my career as a Web Analytics & Online Marketing Professional by obtaining a full time position at a company in which I can take pride in both my work and the company itself. I hope to find a position in which I can truly apply all of my experience, research, and education regarding web analytics, search engine optimization, web development, affiliate marketing, shopping engine feed management, and PPC.

SUMMARY OF QUALIFICATIONS

- 10 years experience with organic search engine optimization and Pay Per Click (PPC) search marketing.
- Certified Google Adwords Professional
- Certified Omniture SiteCatalyst Implementation Professional with advanced background in WebTrends Enterprise as well.
- Performed dozens of Omniture implementations for sites new to Omniture as well as those just needing a re-haul and guidance on web analytics best practices.
- 5+ years experience as a Webmaster.
- Strong experience with other web analytic tools including Omniture SearchCenter, Google Analytics, Clicktracks, Netflame Fireclick, Hitslink and basic web server logs with the ability to easily adapt to other programs.
- Proficient in HTML, PHP/LAMP, Lasso programming, and javascript. Ability to learn and work with additional languages easily. (Some additional language experience for various clients using ASP, .NET, ColdFusion, and JHTML).
- Database experience with mySQL, Filemaker Pro and MS Access.
- 9 months solid experience as an Affiliate Marketing Manager working with large affiliates such as Upromise, American Airlines, MyPoints, Ebates, Citi Thank You Network, Northwest Airlines, and more.
- Advanced skills optimizing affiliate programs to provide added organic search ranking benefits for both direct and indirect improved ROI.
- Excellent skills optimizing Google Base feeds for Marketing through Google Products (Formerly Froogle).
- Ability to maintain and automate various shopping engine feeds with vendors such as Shopping.com, Pricegrabber, NexTag, Shopzilla, etc.
- Experience with all Microsoft Office Applications including advanced skills in Excel.
- Excellent design skills with Adobe applications including Illustrator, Photoshop, InDesign, Dreamweaver, and Premiere Pro as well as experience with Quark Xpress.
- Experience with many web affiliate programs (as both a publisher and advertiser) including CJ.com, LinkConnector, BeFree, Linkshare, Kowabunga, and Amazon.
- Advanced skills with multiple Operating Systems including all versions of Microsoft Windows, MAC OS 9/OS X and Linux.
- Overall advanced technical skills with computer hardware and software with ability to build complete PCs from individual components, etc.

Software & Web Applications

Web Analytics

Omniture SiteCatalyst
Omniture SearchCenter
WebTrends Enterprise
Google Analytics

Search Marketing

Google Adwords
Adwords Editor
Yahoo Search Marketing
Microsoft AdCenter
ASK
Google Webmaster Tools
Sitemaps.org
Yahoo Site Explorer
Hitwise
Compete.com

Web Development

PHP
mySQL
Javascript
Classic ASP
.NET
Lasso

Affiliate Marketing

Commission Junction
Link Connector
Linkshare
Kowabunga

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WORK EXPERIENCE

Nov. 2004 - March 2007

AtomicPark.com

Milwaukee, WI

Search Engine Optimization Specialist

- Complete development & implementation of SEO plan for Atomicpark.com web site. Organic Search represented 10% of all sales in 2005 at \$3.2M, up from only \$200K the previous year. In 2006 organic search grew again to 20% of total sales.
- Management of PPC campaigns through Overture (Yahoo) and Google Adwords as well as testing of 2nd tier PPC campaign such as Ask.com, Looksmart, ePilot, Snap.com etc. (Managed 30,000+ keywords with an average daily budget of \$1,500.00)
- 1 year experience with Yahoo Search Optimizer for Bid Management
- Initial setup and maintenance of in-house WebTrends Enterprise Server for custom web analytics including setup and analysis of custom reports.
- Active member of in-house Web Usability Quality Improvement Team.
- Responsible for distribution of press releases as needed.
- Assistance with affiliate campaigns as needed with a primary role in launching LinkConnector campaign which also helps boost organic link popularity.
- Recommended and implemented web site speed optimization: Improved Image optimization procedure reducing overall image size up to 90%. Also recommended installation of HTTP Zip (HTTP Compression Program) which reduced page file size by up to 90%.
- Ongoing SEO and Link Building on a daily basis.
- Involved with hire of full-time PPC Specialist to enable my own responsibilities to primarily focus on SEO.
- Responsible for complete administration of internal search engine at the company using a Google Mini search appliance. Implementation of this increased the conversion rate of visitors using the internal search function from 1% to 12%!
- Ongoing research to stay on top of all things search engines including reading blogs, newsletters, reports, web forums and attending industry events such as Search Engine Strategies and WebMasterWorld.

Sept. 1999-2004

Time Frame Inc.

Peterborough, NH

Webmaster/SEO/Art Director

- Daily organization and distribution of all orders to the designers.
- Development of three company web sites: Stuffwithnames.com, TimeFrame.com, & SuperProof.com.
- Direct communication with customer base including phone orders and technical assistance.
- Complete design and search engine marketing of retail web site Stuffwithnames.com. Achievement of many top ten positions for all major search engines through professional and ethical SEO.
- Management and experimentation of Pay Per Click campaigns including Google Adwords, Overture, Findwhat, Looksmart and Kanoodle.
- Design and programming of comprehensive web-proofing system for wholesale customers. Site includes secure password protected access to: Searchable Image Library and database of all customers' previous orders with display of artwork, date of approval, option to forward artwork, and re-order form.
- Development and distribution of electronic newsletters to customer database.
- Web Site analysis including visitor tracking, CTR, ROI, etc.
- Assist in daily creation of artwork for incoming orders.
- Development of various marketing materials including flyers, catalogs and print advertisements.

Education



Mount Wachusett
Community College
1997-1999
Associates Degree in
Computer Graphic Design

**References
available upon
request**

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