

# Trevor Freeman Résumé

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## Objective

To pursue a rewarding career that balances my creative/technical skill sets.

## Skills and Abilities

- High aptitude for data gathering, analysis, and reporting
- Enjoy helping others find solutions to complex problems
- Well versed in web design and web marketing
- Knowledge of current best practices and web standards
- Experienced with CMS and eCommerce systems
- Outstanding communication skills (blogger and published writer)
- Experienced with eCommerce product/store management
- Highly proficient computer/software user and troubleshooter



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### **WEB DEVELOPMENT**

HTML / CSS / JavaScript (responsive design)

WordPress 4.x (deployment + customization)

Bootstrap framework

Web performance optimization

SEO best practices

Analytic tracking

Domain registration, transfers, configuration

Cpanel configuration

Adobe Dreamweaver

### **CREATIVE**

Adobe Photoshop

Copywriting (product + press releases)

Proofreading and editing

Blogging (quality)

Adobe Premiere (video editing)

### **BUSINESS AND MARKETING**

Microsoft Office Suite (word + excel + powerpoint + outlook)

Competitive analysis

Keyword research

Amazon Seller Central data feed creation

Google Shopping data feed creation

Amazon Product Ads / CPC management

### **HARDWARE AND SERVER**

Windows x86/x64 setup and installation

PC troubleshooting and repair

Active Directory

## **CUSTOMER SERVICE**

4 years front-line customer support

## **Experience**

**SEO Manager**, US Digital Media, Inc.

March 2006 - Present

Have worked nearly every position within company including warehouse, customer service, copywriting, marketing, IT, and web. Currently running the company's Amazon store and heading up SEO efforts across 3 eCommerce sites. Extensive reporting experience using Google Analytics to measure traffic sources, keywords, conversions, and other key metrics.

Have also authored over 250 original posts for company blogs. Good with building and repairing Windows workstations.

**Senior Features Editor**, Generation: High Output

April 2012 - Present

Co-founded an automotive editorial site with three friends. Responsible for site administration and have authored over 150 original posts (w/photos) in addition to maintaining an active social media presence and tracking growth.

**File Clerk**, Body of Change, Inc.

May 2004 - December 2005

Worked here full time while attending college. Responsible for filing legal documents, data entry, and posting job openings online.

## **Education**

**Grand Canyon University**

Phoenix, AZ

Bachelor's of Science in Business Administration (2011)

**Glendale Community College**

Glendale, AZ

Associate in Arts (2006)

## **References**

References available upon request.

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