

RESUME OF: **RICHARD W. BLAKEMORE - Graphics / Web Designer**
511 S. Main St., Kernersville, NC 27284 (336) 408-9075
rich@richswebdesign.com www.RichsWebDesign.com

HEADLINE: Experienced web designer / SEO specialist with proven track record in the web marketing field. Current rankings and clients can be found at www.RichsWebDesign.com/rankings.pdf.

SUMMARY of QUALIFICATIONS:

- Google Analytics, Google AdWords Certified
- Increased revenue by \$88,000 for Clear Channel by designing other business sites, banner sales, and other web related ventures.
- Sole-proprietorship business since 1997.

SOFTWARE SKILLS:

- Dreamweaver, Word Press, Illustrator, Photoshop, Windows, PowerPoint, JQuery, HTML, PHP, DHTML, SSI, CSS, CGI, SSL, JavaScript, Access.
- Search Engine Optimization, knowledge of online and local marketing and B2B practices, Mobile friendly design parameters, Database driven and E-commerce web sites, Multimedia development.

EXPERIENCE:

- 12/97 – Present **Owner - Rich's Web Design** – Kernersville, NC.
- Designing, upgrading and maintaining web sites for more than 55 small to medium size businesses. Clients are mostly based in the Triad, but some are nationwide. (Selected list below)
 - Specializing in SEO (Search Engine Optimization) and SEM (Search Engine Marketing) to obtain highest rankings possible.
 - Applications and tools that are used on a daily basis are Dreamweaver, ASP, Photoshop, Illustrator, Flash, JavaScript, CSS, CGI, SQL, and DHTML.
- 11/09 – 3/13 **Marketing Specialist – BEM Interactive** – Greensboro, NC
- SEO, SEM / PPC, social media management of 30+ accounts involving analysis of web metrics. Keyword phrase performance and how rankings related to web performance and conversions were a daily focus.
- 1/00 - 3/01 **Webmaster - Clear Channel Broadcasting** - Winston-Salem, NC.
- Designed, developed and maintained web sites for www.WTQR.com , www.WXRA945.com , and assisted with www.WSJS.com . After six months, also took on responsibilities for www.WMAGRadio.com and www.WHSLRadio.com , www.BuzzardRocks.com , and www.Country945.com .
 - Integrated Java and Active Server Pages (ASP) with other database driven websites for news, sports, movie reviews, etc..

- PhotoShop, Flash, CSS, JavaScript, DreamWeaver, MS Project and CGI scripts were used on a daily basis.
 - Increased revenue by \$88,000 for Clear Channel by designing other business sites, banner sales, and other web related ventures.
 - Instructed team of 4 to update web sites at conclusion of term.
- 3/98 – 2/99 **TEKsystems / Sara Lee Knit Products, The Sabre Group** – Winston-Salem, NC.
- Contract work in the PC lab and as a Help Desk Analyst where I repaired, upgraded, installed software, and set-up new PC's. Troubleshooted network connectivity, printers, and Intra/Internet access problems.
 - Extensive knowledge of Lotus Notes v.4.53, Office'97, 3270 Mainframe Emulation, Eicon Aviva, NetSoft / AS400 and Novell NetWare packages. Leaton Harris, TEKsystems Manager. Ed Biehn – Sabre Group, Tracy Maundy – Sara Lee Knit Products.

2/96 – 3/98 **CENTURY DATA SYSTEMS** - Greensboro, NC. - POS Systems Engineer/Service Technician. Responsible for upgrading, installing, troubleshooting and repairing POS, Networking, and Phone systems throughout the Triad area. Dealt with 100mbps Cat-5 EtherNet LAN. Tommy Gardner/ Wayne Lutzka, Managers.

EDUCATION: **ECPI College of Technology**, 1996, Diploma.
East Carolina University, 1985, MMus.
University of Michigan, 1982, BMus.

PROFESSIONAL CERTIFICATIONS and ORGANIZATIONS:
International Webmasters Association Member - www.iwanet.org
CET Associate (Certified Electronic Technician) #AC4142
NV-THS (National Vocational and Technical Honor Society)
Phi Mu Alpha, Pi Kappa Lambda (Professional Music Fraternities)

ACADEMIC HONORS:
Graduation with Distinction, East Carolina University, 1985.
School of Music Dean's List, 1980-82.
Graduation with Distinction, University of Michigan, 1982.

WEB DEVELOPMENT: (selected sites)
www.RichsWebDesign.com – My web site design business.
www.BarberPlasticSurgery.com – Greensboro Plastic Surgeon
www.CliftonInsuranceAgency.com – Commercial liability Insurance
www.HarperEyeCare.com – Kernersville Optometrist
www.CharlesPeed.com – Winston-Salem Attorney
www.KernersvilleRotary.org – Local Rotary club
www.MainStreetUMC.org – Kernersville Methodist Church
www.BlueMoonAntigua.com – Antigua Vacation Property
www.SnowWoodworks.com - Heirloom quality furniture