

CRAIG S. KIESSLING

SEO Director
Strategy & Execution

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PROFESSIONAL SUMMARY

Search Engine Optimization or SEO Director, Manager, Consultant with over 15 years of experience in Atlanta, GA & South East Asia, having created, trained and managed teams, as well as rolling up my sleeves and executing audits, making changes and more. I've built robust WordPress websites from the ground up. I've managed PPC accounts with budgets above 50k. I not only improve rank, but page load speed, accessibility, usability, conversions and more.

SEO and Online Marketing professional with over 15 years of experience in Atlanta, GA and South East Asia, spanning digital media technology developments from Global- & Local-ization, Content Management, Email Marketing, Social Media, Search Engine Optimization, Analysis and more.

Organic "White Hat" SEO is my Specialty and my Passion. Strategy, Management, Execution, On-Page, Off-Page, Technical, Content Creation, Development as well as many other aspects and activities make up my Digital Passion & Expertise in Search Engine Optimization.

I enjoy developing Baselines; doing complete Site Audits, researching Analytics, Social, Search and more to help understand the current Competitive Landscape. Knowing "where we are" is essential to setting goals of "where we want to be" and planning Roadmaps to get there.

Data and Analytics are crucial, however qualitative research and creativity helps make sense of the numbers; identifying trends, offline factors and most importantly the users' mind helps not only add a human touch to technology, but makes metrics insightful and actionable.

When it comes to Content Management Systems, I must admit to being a Wordpress fan – I've Designed, Developed, Managed, Optimized, and Developed Content for various websites.

I enjoy being the stand-alone guy or working in conjunction with others to drive results, gather insights, and develop ongoing best practices. I've worked on site and remote, as well as varying shades in-between. I've worked with small and large organizations in multiple industries and technologies.

KEY STRENGTHS / MAJOR CAPABILITIES

- * Consulting, Benchmarking and Implementing various strategies for SEO (Search Engine Optimization)
- * Ability to manage, delegate, & train teams in various aspects of Internet/Online Marketing, including webmaster, developer, designer, producer, writer, etc. using state-of-the-art techniques, methods & trends.
- * Sophisticated understanding and enthusiastic researcher of technologies, such as SEO, Social Media, Marketing concepts, strategies & methodologies, Conversion Optimization and much more.

WORK EXPERIENCE

InterCoastal Net Designs (ICND) **March, 2016 – Sep. 2018**
Ocean Isle Beach, NC (Remote / Telecommute - Atlanta, GA)
SEO Executive

A focus on SEO for 10+ clients and over 100 billable hours monthly within ColdFusion and PHP (WordPress) environments, involving SEO, Analytics, SEM, Email Marketing, Content Ideation, Social and more.

Responsible for implementing SEO programs across 10+ accounts.

Advanced Technical Site Analysis - Including but not limited to: canonicalization, site architecture optimization, inbound/outbound link analysis, error reporting, 301 redirects, meta data optimization, page load speed analysis, textual and media content optimization, internal linking and more.

Content Strategy - Conduct keyword research used to inform original, unique, informative, helpful and converting content, while managing and educating content writers on SEO. Often involved proofreading, editing, optimizing, etc.

Company-Wide SEO Education - Develop educational programs for SEO best practices. Created educational documents, presentations, etc. for team leaders to increase efficiency and productivity in terms of Search.

Website Management - (HTML / CSS / PHP / WordPress) - Administration of all WordPress sites - customization, SEO, back-end usability for clients, white-labelling and much more.

Reporting - Created in-depth monthly reports for clients, utilizing a variety of data sources, with customized explanatory text.

CSKnet **2007 – Present**
Atlanta, GA
SEO Director | Consultant, etc.

Consulted with diverse clients on Search Engine Optimization or SEO implementations based on in-depth & competitive audits, Social Media, Web Design & Development, Strategy, Oftentimes this involved WordPress site building, migration & manipulation from a PHP, HTML, CSS, JS perspective to improve SEO and all of its various holistic factors.

TrustWorkz

- SEO Audits & Hands-on Implementation
- Monthly Billable Hours for 5 Clients

Trekerie

- Website Transfer from SquareSpace to WordPress

Hiyaa!! Martial Arts Podcast (www.hiyaapodcast.com)

- * Co-Host, Webmaster & Online Marketing Manager
- * Custom Design & Development of Website, utilizing WordPress
- * Social Media Integration & Marketing
- * Content Development

- * SEO - Search Engine Optimization

Atlanta Mahjong (www.atlantamahjong.com)

- * Design & Develop informational, yet converting & engaging website
- * Implement customized CMS
- * Initiate Competitive Research, SEO, SMO, Online Marketing, etc.
- * Engage in blogging and other Web 2.0 practices

PATHS Atlanta (www.pathsatlanta.org)

- * As a founding member of this non-profit, I built the website, and provide webmaster-ing, SEO, Content Management, Competitive Research & Benchmarking, analytics, Video Production & Marketing, blogging, as well instruct in martial arts
- * Increased overall traffic by 200%

Central Equine (www.centralequine.com)

- * Consulted & Implemented SEO strategies & techniques, competitive landscape benchmarking, monthly analytics and competitive progress reports, keyword research, offsite strategies, etc.

Sagal Radio

- * Consulted on Online Marketing implementation

Brocket Pub & Grill

- * Consulted on Web Development, Content Management & SEO

Definition 6

- * Initiated in-house SEO process with aligned Analytics

Twenty-Six Two Marketing Agency

- * Consulted, Advised & Implemented strategies for Competitive Research, Benchmarking, SEO, SEM, SMO, Reporting, Development, Blogging, Content Management Systems, Online Marketing efforts and more for various clients
- * Sampling of clients include: M9 Solutions, Ankle & Foot Centers of Georgia, Rilko Kids, LimeDot, Christian City, ChoicePoint's IRM (Identity Risk Management), National Disability Lawyers, 755 Club, etc.

Worked with clients in Singapore and South East Asia, such as Joshua Consulting Group, Omniface & Grassland Express Tours, to provide in-depth Competitive Analysis, advice & Implementation of enhancements to web presence, activities and processes, and manage flow of enhancement for SEO (Search Engine Optimization)

**Hewlett-Packard Asia Pacific Pte Ltd
Singapore**

2002 – 2007

Country Online Marketing Manager (Online Marketing, Webmaster, SEO, Development, Design, Analytics, Reporting and much more)

- * Raised Web-Generated revenue across country SMB Portals in South East Asia by 40-60%, within a 12-month period.
- * Strategic Planning, Initiation and Managing Execution of web and eMarketing (online, internet & email marketing) campaigns for the SMB & Enterprise sector in Singapore, Indonesia, India & Thailand
- * Conceptualized & Initiated execution of program to equally distribute visibility of various Business Unit's products on portals
- * Designed, Developed & Managed execution of eDMs (electronic direct mail marketing), Promotions & Special Events Pages, Micro-sites, Links & Chicklets; all as supporting and achieving various SMB campaign objectives
- * Ensured fresh content for site & eCommerce applications was up to date, using CMS, HTML, CSS, JavaScript, SQL and more.

- * Used various reporting tools to create reports, analyzed and acted upon Campaign Performance Metrics & Conversions
- * Liaised directly with CRM & ERP associates to achieve full CLM (closed-loop marketing), from ensuring accuracy & completeness in customer database and targeting the audience, to loyalty programs, Opt-ins and personalization.
- * Migrated old portals into new standards of design & development, ensuring usability and structure
- * Facilitated New Product Introductions online
- * Managed partners & vendors in collaborating on projects
- * Re-developed and Maintained SMB portals and updated online Product Catalogues
- * Helped facilitate various customer incentive rewards programs within Singapore
- * Lead presentations and meetings to highlight achievements and discuss escalations
- * Served on various project planning and execution boards for various aims, including Web 2.0 involvement, such as blogging, SMO, etc.
- * Trained various agency employees in HP Proprietary software, HP eMarketing standards, Design & Development standards, etc.
- * Continuously improved operating processes, keeping in mind budget (and individual & team targets), so as to lower cost and improve ROI.
- * Conducted in-depth training for new team members to repeat all duties of a Country Operations Manager for other South-East Asian countries

**CSKnet
Atlanta, Georgia U.S.A.**

1998 – 2002

Worked with diverse clients to:

- * Conceptualize, Initiate and Manage online web, Internet & email Marketing campaigns
- * Lead & Coordinate various aspects of Online Acquisition & Retention Marketing efforts designed to drive site traffic. PPC (pay-per-click), SEO (search engine optimization), SEM (search engine marketing), Affiliate programs, Portals, Comparison Shopping sites, Affinity sites, & other media-based business building activities.
- * Analyze metrics of marketing campaigns, web sites & portals (SEO, usability, keywords, structure, lead generation, customer database, etc.), create reports, and consult on effective strategic solutions for better ROI
- * Consulted, advised & implemented proper roadmaps to standards, usability, accessibility, cross-browser compatibility, etc.
- * Advise on content for lead generation, retention, return visits, lead conversion, SEO, SEM, eCommerce, SMO, etc.
- * Develop entertaining yet informative newsletters and collateral materials with HTML, PHP, MySQL, CSS and other development technologies
- * Explaining & Offering high bandwidth/low bandwidth options
- * Full life-cycle local and web-based application development
- * Site maintenance and communication establishment

Sample list of clients: *Six Continents Hotels, Warranty Corporation of America, Grizzard, Homestore, EzGov, Golden Key, Physical Training Traditions, TechBios, Salvation Army – Florida, WebUseNet, E-Staff, C. Dickens*

Integratech
Atlanta, Georgia U.S.A.

1995 – 1998

- * Initiated company website development to improve communications, using HTML, CSS, JavaScript, PHP & MySQL
- * Ensured website was up to standards, including accessibility, usability, cross-browser compatibility, etc.
- * Facilitated inter-departmental communications via reports, newsletters, etc.
- * Crisis Management in day-to-day escalations
- * Managed team of over twenty customer service representatives
- * Prepared reports based on sales and Customer Service Representatives

EDUCATION

University of Georgia 1991 – 1995
Business Administration / Marketing

References, Letter of Recommendation, etc. available upon request

Please visit www.craigkiessling.com for more details

CERTIFICATIONS

Please see my LinkedIn profile for the ever-growing list, at:

<https://www.linkedin.com/in/craigskiessling/>