

Greetings Prospective Employer

Mark Derho is a #tech savvy Internet-always career polymath with extensive modern expertise, and the ability to draw upon complex talents, software tools, and Internet-industry knowledge and experience, to solve specific problems and meet challenges. 20y NYC-experience and an SEO-guru and Google Partner available for flexible on-site hire in New York City. Seeking hourly-contracting or salaried employment including positional team roles, or digital product and project management positions.

| 1993-2010 Employee | 2010-2015 Consultant | Interests |
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| <ul style="list-style-type: none"> • Major Financial Brands • National Media, Advertising • Website Ecommerce Brands • Creative Marketing Agency • Health, Non-profit Org | <ul style="list-style-type: none"> • SEO/SEM Strategies • Mobile and App Marketing • (CMS/HTML) Websites • Local SEO, Social Media • Event, POP Marketing | <ul style="list-style-type: none"> • Net Neutrality, Privacy • Climate Action/Awareness • IoT, Physical Computing • Green Sustainable Building • Cycling, Tennis, Nature |

Search Engine Optimization; a clear, long-time white-hat Google-centric commitment to organic and PPC search, locally and nationally implemented. Website Development; websites-software (circa 1993), many roles, and much-experience, favoring CMS's and Bootstraps. Interface and Visual Design; Photoshop pro web/print graphics and branding, quite-serviceable user interface design and video editing, animation proficiency. Original Content; creative idea & ad-man and proven autodidact to (SME) subject matter expert, a reader, writer and researcher, technical, cultural and business acumen. Cross-Channel Marketing; confident beyond the screen or device, POP and integrated relationship-building, events, email and (pURL's) personalization. PPC Advertising; by a 5y Google Partner and SEO/SEM-guru, using Google tools and training, research and creativity, to compete for organic SERP and clicks.

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| <p>Search Engine Optimization</p> <ul style="list-style-type: none"> • Webmaster Tools, Sites • On-page Optimization • Local Search Optimization | <p>Website Development</p> <ul style="list-style-type: none"> • WordPress CMS • HTML 1-5 • CSS, JavaScript | <p>Software, Platforms</p> <ul style="list-style-type: none"> • Adobe Photoshop • WordPress/HTML • CSS, JQuery, JavaScript • MS Office, Project • WordPress (CMS) • Webmaster Tools • Google AdWords PPC • Google Analytics • Teamwork (PM), Lean • Avid Pinnacle Video Editing • Audacity Audio Editing • GoAnimate Video • SEO Moz, HootSuite • Insightly, vTiger (CRM) • Constant Contact, Email • Purlm, EasyPurl (pURLs) |
| <p>Interface and Visual Design</p> <ul style="list-style-type: none"> • UI/UX, Graphic Design • Video, Audio Editing • Print Design, Wireframes | <p>Original Content</p> <ul style="list-style-type: none"> • Articles, Native Content • Technical Documentation • User Documentation | |
| <p>Cross-Channel Marketing</p> <ul style="list-style-type: none"> • Social Media Networks • SMS Text, Email, pURLs • Point-Purchase Strategies | <p>PPC Advertising</p> <ul style="list-style-type: none"> • AdWords, PPC Search • Content Marketing • Landing Page SEO | |

Experience (20y)

As a product-project or campaign manager, or an integral team-member; Mark Derho will strive to support the overall strategy and company goals while providing stellar experiences to customers, bearing responsibility for planning and execution throughout the entire lifecycle, and working closely with engineering, IT, sales, marketing, operations, and customer support, to ensure revenue and customer satisfaction goals are met.

2010-2015 Consultant

(2013) Agency Services - Riverwalk Restaurant
Custom search-optimized WordPress website development (+200K viewers 2y). #1 on Google local search (SERP), social media development, integration food reviews-delivery platforms.

(2013) Web-Strategy Project Manager - Brooklyn Daily Eagle
On-site consultant, WordPress ecommerce website design-development, user documentation, staff-training, determining image-archival, sites: brooklynarchive.com, brooklyncalendar.com

(2012) Mobile Marketing Project Manager – WebCBG
Comprehensively devise and document unified marketing and roll-out plan strategy, for (2) two distinct mobile applications; InsureAccess for Insurance Brokers and 2MyTeam for Coaches.

(2010) Website, SEM Marketing Manager; National Relief
Provide content, manage SEM/PPC strategies and vendor accounts; \$100K TextBroker, AOL, Yahoo, design -develop keyword-optimized WordPress websites. Native content management.

1993-2010 Employee

2009-2010 Nielsen Business Media
Advertising Manager; Premier, National Jeweler

2008-2009 FortuneCity.com
Quality Assurance Analyst; testing HotGames

2006-2007 Information Builders
Web Developer; converting print magazines

2004-2005 Agency.com
Graphic-Web Designer; websites, display ads

2001-2003 Griffin-Bacal
Producer-Designer; sites, software, online games

2000-2002 CarDay.com Manager Site
Development; staff, strategy, vendors

1999-2000 Skin Cancer Association
Web Developer; redesign (skincancer.org)

1997-1999 Forbes Digital Media Web
Producer-Designer; HTML/ASP site-content

1995-1997 Merrill-Lynch
Web Developer; Producer HTMLGraphics

1994-1995 Foreman Interactive
Web Designer; HTML Design (Register.com)

1990-1993 US Navy Photographer
Jacksonville, FL. Flight Deck USS Saratoga

1984-1986 University of Oregon
Associates Degree, Communications