



Milosz Pekala

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QUALIFICATIONS

Self-motivated team player with 9+ years of experience in web design and marketing. I've been involved in a variety of SEO and web development projects serving as both a consultant, programmer and project coordinator. Committed to improving user experience and web conversions with proven results.

KEY SKILLS AND ABILITIES

SEO/SEM - Google's AdWords, Analytics, Optimizer, Ad Planner, Keyword and Webmaster Tools. SEOmoz Pro tools, Constant Contact, XML/KML/Video sitemaps, Google Places and Yelp, Facebook custom tabs, YouTube channels, Twitter Analytics, HootSuite, SeoDigger and Wordtracker.

Software - Microsoft Office, Photoshop CS5, Illustrator CS4, Adobe Business Catalyst, Dreamweaver CS5, Acrobat 9 Pro, PowerPoint 2007, Joomla 1.5, Flash CS, Adobe Media Encoder, Firebug.

Programming - HTML, XHTML, CSS, Javascript, ActionScript, ASP

Education - Market Motive Master SEO Certification and Conversion Optimization Practitioner Certification. University of British Columbia Award of Achievement in Web Analytics.

Highlights - cytomedix.com, versa-lok.com, uhccacblog.com, mnbound.com, breakinggroundcoffee.com, jeanethorne.com, prphairrestoration.com, patiotown.com, enclos.com and rmsflc.com.

PROFESSIONAL EXPERIENCE

SEO & Design Consultant, 2010 - 2011 (3 month contract)

Best Buy Mobile

Full site audit for bestbuymobile.com identified on/off site SEO issues and improved organic rankings. Performed keyword research & competitive analysis. Assisted in weekly reports that included social media sites using various web analytical tools. Ensured smooth implementation of the Google Search Appliance. Facebook custom page design. Usability and accessibility 508/WCAG recommendation and validation. Collaborated with BAs and programmers to develop wireframes and sitemaps. Designed new page layout concepts, banners and icons following an agile development process.

Internet Marketing & Web Design, 2001 - 2011

Buzz Identity (Sole Proprietorship)

In charge of all aspects of website marketing and development for clients, including needs analysis and quotes, design and construction of websites and ecommerce shopping carts, content development, graphic production, writing copy, site maintenance, SEO, training and quality control of websites. Worked with small businesses to enhance the navigation and usability of their sites while improving conversions with custom landing pages. Analyzed website performance issues and monitored site areas to ensure information was kept up to date. SEO services included strategy development and implementation, keyword research and recommendations, competition analysis, link building and performance measurement. Created and managed Google AdWords and email campaigns using Constan Contact and iContact. Successfully managed several programmers and contractors to ensure high quality, smooth work flow and met strict deadlines.

Led the design & development of: uhccacblog.com, cytomedix.com, breakinggroundcoffee.com, prphairrestoration.com, mnhometeamleads.com, cesmn.com, www.watersedgehc.com, www.noenemy.org, mrperfectcurthennig.com, hanzoarts.com, innovativehobbysupply.com, sandyscoffee.com, findlaw.com (templates) plus many others.

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PROFESSIONAL EXPERIENCE

Web Coordinator, 2004 - 2009

Versa-Lok

Achieved first page Google ranking for versa-lok.com, patiotown.com and villalandscape.com for competitive 2 and 3 keyword phrases. Social media integration including YouTube channel creation, Twitter and Facebook pages. Analyzed website statistics to determine strengths or weaknesses and adapted those changes. Keyword research generated new leads and niche opportunities. Implemented effective copywriting skills into meta tags that include descriptive and enticing keyword rich content to optimize web site ranking for websites for natural search engine listings. Collaborated with sales managers, writers and graphic designers across multiple departments. Led the design and creative direction of websites and other digital marketing materials including effective email campaigns and supporting landing pages. Created sales and training PPT presentations used in conferences around the country. Authoring and design of step-by-step guide dvd.

Designed & developed: villalandscape.com, willowcreekpavingstones.com, versa-lok.com/versatech/, willowcreekconcrete.com, patiotown.com.

Web Project Coordinator & Sr. Web Designer, 2000 - 2004

Voyageur Information Technology

Developed e-business and design solutions using Dreamweaver, Homesite, Flash, Javascript, ASP and DHMTL. Managed and trained new web designers and clients in web and image editing tools. Designed all in-house marketing materials including CD-ROMs, brochures, flyers, display banners and logos. Optimized client web sites for high rankings in the most popular search engines (SEO).

Designed & developed: cupplesinc.com, giantscreentheater.com, mnbound.com, enclos.com, clco.com, jeanethorne.com, voyageurit.net, highpointcreative.com, brehmgroup.com, watchablewildlife.org, movingtominnnesota.com plus many others.

Web Designer, 2000

ShopNBC

Created daily advertising web graphics, e-mail newsletters, banners, logos and assisted in the maintenance of site. Helped redesign the site for a smooth transition from VVTV.com to ShopNBC.com. Provided programming support and digital product photography for their e-commerce site.

VOLUNTEER EXPERIENCE

Webmaster, 2009 - Present

American Bear Association

Maintenance and web design of www.americanbear.org. Assisted in creation of email campaigns, implemented seo friendly urls and PayPal booking system integration.

EDUCATION

SEO Master Certification, Sept. 2010

Conversion Optimization Practitioner Certification, Dec. 2010

Market Motive, Santa Cruz, CA

Award of Achievement in Web Analytics, Oct. 2010

University of British Columbia, Vancouver, BC

Bachelor of Arts, Architecture, 1999

University of Minnesota, Minneapolis MN