

Jerry Ferguson
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Summary: I have deep and broad experience with most of the critical web marketing and development-related skills which I continually keep up-to-date. I thrive on seeing meaningful results to a well-balanced approach to web development and marketing. My ultimate goal is to bring Marketing and IT together with my unique blend of significant experience in both areas.

Expert Experience with: HTML, CSS, SEO, SEM/PPC/Adwords, Email Marketing, Web Analytics, CMS systems.

Above Average Experience with: Web and Print Design, Copywriting, PR, Javascript, PHP, Java, MySQL.

Some Experience with: Coldfusion, ASP, .NET, Apache/IIS configuration.

Experience:

May 2008 - Present:

Web Developer / SEO Specialist - SunCor - 80 E. Rio Salado Pkwy Tempe, AZ 85281

Supervisor: Bill Woodward - (480) 317-6842

Built a solid web marketing program from the ground up for a national homebuilder, commercial developer and golf course management company. Redesigned, developed, marketed and maintained 18 corporate websites. Led a design team in 7 redesigns. Migrated websites to more efficient content management systems. Created and implemented a comprehensive search engine optimization practice. Initiated and managed paid search marketing campaigns. Started a solid, successful email marketing program. Provided agency-like reporting on all online marketing results. Immediately saved over \$70,000/year by bringing all web development and marketing in-house. Consistently increased monthly website traffic.

Tech Skills Used: SEO, PPC, Google Analytics, HTML, CSS, Javascript, Drupal, PHP, MySQL

May 2007 – May 2008:

Interactive Marketing Specialist - Cruise America - 11 W. Hampton Mesa, Arizona 85210

Supervisor: Michael Marcine - (480) 464-7300

Led all online marketing and development efforts for cruiseamerica.com and cruisecanada.com including search engine optimization (SEO), paid search marketing(PPC), and banners. Maintained a healthy balance of direct, organic, referral, and paid traffic. Coordinated email and press release marketing campaigns. Maintained corporate website, including writing/updating relevant, useful copy and clean, standards-compliant code. Created designs for site updates, banners and graphics. Managed all print advertising campaigns, from coming up with creative to tracking response. Carefully tracked ROI on all marketing efforts and reported performance to top executives. Regularly increased web traffic and sales from month to month, solidly establishing Cruise America as the online market leader in their industry.

Tech Skills Used: SEO, PPC, Google Analytics, HTML, CSS, Javascript, Drupal, PHP, MySQL

February 2006 – May 2007

Senior Consultant – Actual Metrics (a Google Partner) - 7575 E Redfield Rd. #217 Phoenix, Arizona 85260

Supervisor: Mike Chipman - (480) 609-8900

Consulted with a variety of companies, from small businesses to Fortune 500. Specialized in web analytics, competitive analysis, search engine optimization, pay-per-click campaign management, copywriting and generating ad and web creative content. Was one of a small handful of Google Authorized Partners for analytics, search and pay-per-click marketing. Regularly produced significant increases in traffic, conversions, and ROI for customers. Gained valuable insight into the inner workings of many Google products/tools.

Tech Skills Used: SEO, PPC, Google Analytics, HTML, CSS, Javascript, CMS Systems, eCommerce

June 2004 - February 2006

Java Developer – ForeverLiving.com - 7501 E. McCormick Pkwy Scottsdale, Arizona 85258

Supervisor: Todd Ellerman - (480) 998-8888

Programmed Java / Struts-based web applications. Primary responsibilities revolved around automation and supporting the team of developers. Designed and administered the company's build management system using ANT. Administered and migrated the configuration management system(PVCS to StarTeam). Instituted the nightly build system and automated deployment process. Evangelized testing 'best practices'. Served as Website Administrator.

Tech Skills Used: Java, HTML, CSS, JSPs, Struts, Eclipse, Version Control, Apache/Tomcat

August 2003 - June 2004

Java Programmer - The Chatfield Group - 935 E Main St. #201 Mesa, Arizona 85203

Supervisor: Brady Chatfield - (480) 964-0438

Programmed dynamic web-based applications using Java, JSPs and Coldfusion. Tools and skills included administering Linux and Windows web and database servers using Apache and Tomcat. Developed robust email distribution and news web services exchanging data with XML, PostgreSQL, MySQL and Oracle. Also programmed a web spider for news aggregation and reciprocal link checking. Database experience included installation, creation, maintenance, optimization, and migration. Special emphasis on creating forms and complex statistical reports using Java, JSP, and Java Beans to access database-aware objects.

Tech Skills Used: Web Analytics, Java, Servlets, MySQL, Postgres, ColdFusion, NetBeans

Education:

2001 – 2003

Bachelors of Science in Business/Computer Information Systems

Arizona State University Tempe, Arizona

Analyzed, designed, developed and programmed multiple dynamically data-driven applications based on programming technologies including Java, JSP, Servlets, Visual Basic.NET, ASP.NET, ColdFusion, PHP, C++ and SQL. Designed, developed and administered relational databases including Oracle, SQL Server, MySQL, and MS Access. Worked with local businesses to create and update full-scale data-driven web applications using these technologies.