

Wendy E. Suto

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Search Engine Optimization ~ Website Copywriting ~ Organic SEO ~ Website Design

- Six years' experience in Search Engine Optimization.
 - Consistently produce first-page site rankings for clients.
 - Strong background in website design and development.
 - Specialize in link popularity and organic/natural SEO.
 - SEO Certification and recognized expert.
 - Expertise in wide range of applications.
 - Highly adept at all aspects of Internet marketing.
 - Superior verbal/written communication skills.
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TECHNICAL SKILLS

Operating Systems: Windows 98/2000/ME/XP, Macintosh OS

Software/Tools: MS Office, PowerPoint, Access, antivirus software, Internet Security, Ad-aware spyware, Corel Draw, Photoshop, ZoneAlarm Pro, CuteFTP, The Print Shop, Pinnacle Studio, Picture It!, Windows Media Player, Adobe Acrobat, Internet Explorer, AOL, Netscape Navigator, Corporate Expense Management Solutions, Citrix ICA Client Connection, eLocator, ITRS Console, AS400, numerous disk maintenance applications

Optimization Tools: ARELIS, SEO Elite, WebPosition Pro, Ranking Manager Pro, Robot Manager Pro, TopDog, WordTracker, Google.com, Yahoo.com, MSN.com, Overture.com, dmoz.org, keyword analysis, meta tag enhancement

Development: HTML, Dreamweaver, Fireworks, Illustrator, FrontPage, Swish

PROFESSIONAL EXPERIENCE

Search Circus, Inc., Cleveland, OH

2004 – Present

President / CEO

- Established and manage consulting firm specializing in Search Engine Optimization (SEO), Link Building, Website Copywriting, Organic SEO, Website Design, Internet Marketing, Article Submission, and more.
- Work closely with clients to determine needs and develop effective, custom solutions.
- Consistently increase rankings through keyword research, meta tag optimization, and content management.
- Prepare and deliver search engine ranking reports, increase link popularity, and perform PPC management. Set up paid inclusions and natural search engine listings. Coordinate search engine directory programs.
- Create search engine-friendly site map pages, carry out index page optimization (including META tags), provide site analyses and competitor reviews, configure traffic counters, and submit site to wide variety of top directories, including Yahoo!, Open Directory Project, Jayde, and others.
- Deliver monthly SEO ranking reports and analyses, and set up Google Sitemap XML files.
- Optimize articles for web posting. Insert keywords in content to increase traffic.
- Maintain over 95% success rate selling and closing new SEO accounts across multiple states.
- Increase external links, construct blogs, obtain domain names, arrange hosting, construct and launch sites.

Fathom SEO, Cleveland, OH

2005 – 2006

SEO Specialist

- Provided all aspects of website optimization for clients, including content development, keyword optimization, organic / natural optimization, article optimization / submission, pay-per-click, and blogs.
- Identified and constructed one-way incoming links and link client sites. Performed link directory updates.
- Submit sites to dmoz.org and Jayde.com as well as Google, Yahoo, Overture, and more.
- Developed blog marketing for client. Compiled and copywrote content for home site.
- Managed all internal optimization and web maintenance for 200-page site. Determined keywords, performed content revisions, submitted site, and developed links. Negotiated agreements with paid links.
- Increased company's Google site rank from non-existent to 30 Top Five pages and 60 Top 10 pages.
- Obtained membership for company with all four major SEO organizations.
- Prepared and edited site content for company and clients. Rewrote SEO-related articles and submitted.
- Carried out in Spanish-language optimization for company's site. Coordinated translation of all 200 pages and prepared list of Spanish-language keywords.

Lifetips.com, Boston, MA 2004
Copy Writer / SEO Specialist

- Authored over 1,200 50 to 800-word articles and newsletters for business information site.
- Supervised team of freelance copy editors. Instructed editors in SEO. Edited copy.
- Optimized articles for web posting, inserting keywords throughout content.
- Performed company and client website optimization. Established customer optimization program. Carried out full range of SEO functions, including meta tag optimization.
- Worked closely with clients to determine needs and provide monthly ranking reports.

King Pin Computers, Toledo/Cleveland, OH 2000 – 2004
Sr. Website Designer/Internet Marketer

- Played major role in establishment and launch of company. Managed all marketing, advertising, and sales operations. Created all company and client marketing collateral.
- Carried out Internet marketing, web optimization, and website design for business clients.
- Increased site traffic and sales revenue for clients and company by ranking sites high in search engines under various keywords, using both SEO software and manual set up. Arranged pay-per-click services.
- Managed web design projects as high as \$10,000, overseeing complete project life cycles and supervising contractor teams as necessary. Designed and maintained company's website.
- Provided client training in Internet marketing and advertising, software, system security, and more.
- Delivered presentations, negotiated agreements, and provided follow-up customer support.

Gateway Computers, Cleveland, OH 2002 – 2004
Computer Instructor / Sales and Marketing

- Conducted training classes in wide variety of computer programs, Internet security, and more.
- Consistently maintained high instructor performance ratings: Top 15% or better from students, and Top 25% or better from supervisor, for Midwest region. Frequently recognized for performance.
- Instructed monthly sales staff training class in Selling of Training Services.
- Maintained 25% success rate for selling additional classes to current students.

ADDITIONAL EXPERIENCE

Computer Instructor, Grades K-8, Shape Curriculum Services, Toledo, OH 2002 – 2003
Graphic Arts Instructor, Stautzenberger College, Toledo, OH 2001 – 2002
Graphic Designer/Account Executive, TransWestern Publishing, Monroe, MI 2001

EDUCATION

Bowling Green State University, Bowling Green, OH
BS in Journalism, minor in Computer Technology. Dean's List Student. (2000)

LICENSES AND CERTIFICATIONS

Advanced Search Engine Optimization Certification, Academy of Web Specialists (in progress)
 Search Engine Optimization Certification, Academy of Web Specialists
 Gateway Sequel and Retail Sales Training
 Gateway Developmental and Course Certification Training in nine software programs

ADDITIONAL INFORMATION

Organizations: Academy of Web Specialists
 Languages: Conversational in Spanish
 Awards: Recognized as one of City of Bowling Green's 30 Most Intriguing People (2000)

~ Portfolio of keyword analyses and sample ranking reports available upon request ~
 ~ Portfolio of writing samples and website designs available upon request ~