

Steve Kolock - Web Development with SEO

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Professional Summary:

- Established best practices for web development team in implementation of Responsive Design for mobile, tablets, and other devices using HTML5, CSS, and Bootstrap.
- Created custom page templates, menus, block types, and layouts for Concrete5 CMS across site using HTML5, CSS, PHP, jQuery, and basic Javascript.
- Trained web teams on SEO best practices for targeted content.
- Utilized best practices for SEO and responsive design in all templates, menus, and block types.
- Wrote and edited custom code (HTML, CSS, PHP, jQuery, OOP in Ruby, and Javascript).
- Placed tracking code on sites and tracked significant events for Google Analytics in order to set baseline and chart progress.
- Enhanced UX and site performance with PHP, jQuery & basic Javascript.
- Created and embedded smart forms for different target audiences.
- Implemented Reporting and Analytics foundation to get benchmarks and baselines before starting site improvements.
- Designed, built, managed, and offered consulting on domestic and international Google AdWords and BingAds campaigns.
- Implemented landing pages created by vendors contracted for email campaigns to ensure consistent messaging and design.
- Created site structures for SEO and trained director-level and junior personnel on SEO best practices for content and design.
- Developed MySQL queries and presentation for reporting suite on API pull data from AdWords, BingAds, and Google Analytics.
- Led presentations on SEO and SEM client project plans and successes.
- Recommended target audiences and messaging based on audience size.
- Managed client accounts and created proposals for client SEO and SEM strategy.
- Written and analyzed tens of thousands of SEM ads across multiple verticals.
- Developed an SEM ad analysis report that demonstrates the significance of semantic language audiences and shows which audiences to target.
- Re-designed site features in UX so that site visitors are funneled through marketing funnel.
- Engaged in continuous training and practice with UX design and development through Ruby, OOP in Ruby, PHP, jQuery, Javascript, SEO, and Reporting & Analytics.
- **Dedicated to becoming a great programmer and always learning.**

Technical Summary:

Languages & Web Development Tools	CMS: WordPress, Concrete5, Drupal, Mura, Squarespace Proficient: HTML, CSS, Ruby, OOP with Ruby, jQuery, Bootstrap, MySQL, Responsive Design Functional: PHP, Javascript
Databases, Software, & Tools	MySQL, MS Access, MS Excel, MS Word, MS Power Point, FileZilla FTP tool, cPanel, phpMyAdmin, GitHub, Google Analytics, Search Console
Digital Marketing	AdWords, BingAds, SEO, Google Analytics

Education:

Bachelors of Arts 2008 –St. John’s College, Santa Fe, NM

Current Title:

Web Developer/SEO

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Experience:

St. John's College, Annapolis - MD

Oct2014 - Current

Web Developer/Admissions Social Media Coordinator

St. John's College is a small, discussion-based liberal arts college renowned for its four-year Great Books program in which all students take the same classes across mathematics, laboratory sciences, philosophy, literature, ancient Greek, French, and more. Like many colleges, it has seen a drop in applications. My belief was that this drop is due to a lack of awareness, so I set out to change that through SEO and site UX improvements.

- The 'go-to' web developer for code, SEO, SEM, or digital marketing improvements across either campus (Annapolis, MD or Santa Fe, NM).
- Created custom page templates, blocks, and tools for Admissions and Donor Giving campaigns (HTML5, CSS, Bootstrap, PHP, and jQuery).
- Identify responsive-design issues.
- Direct and manage responsive-design implementation across images, blocks, elements that were not responsive using HTML5/CSS.
- Improved lead generation to increase site leads from 42 in 6 months to 200/month.
- Average increase of New Users over LY went from 24/month to 6,000+/month through SEO with PHP and traditional 'white-hat' methods.
- Increase New Users through Organic Search by 45% YoY, a total of 33,000+ more New Users over a five month period YoY.
- Increased Engaged Sessions by 80% YoY. Over 43,000 additional Engaged Sessions.
- Recommend site structure for SEO (not yet in place) to bridge the gap between the College identity and target audience language.
- Managed AdWords campaigns targeting audiences for Summer Academy.
- A/B testing of AdWords ads, landing pages, and calls to action.
- Used custom reporting and analytics for AdWords campaigns to refine structure and boost CTR and Conversion Rates.
- Created SEM landing pages for Summer Academy based on ad analysis that determined what language audience was responding to the most.
- Set up marketing data collection for campaigns and send analyses to Admissions Directors and Advancement personnel with recommended next steps.
- Work with non-technical staff to develop custom templates to suit their digital marketing goals.
- Attend cross-departmental meetings as the 'Web Team' representative for website projects.
- Recommend and implement SEO structure changes to different directories.
- Mentor other web developers in coding (HTML, CSS, PHP, jQuery, Bootstrap), responsive design, SEO best practice in web development.
- Identify and solve website issues, both simple and complex.
- Lead Search Engine Marketer responsible for all SEO strategy and training web development team for execution.

Environment: LINUX machine. Website uses Concrete5 CMS. Languages used include HTML5, CSS, PHP, jQuery, and Javascript. Management is with cPanel and phpMyAdmin. Reporting & Analytics using Google Analytics and Google AdWords data in CSVs and custom MS Excel spreadsheets. Project management using Proofhub, Basecamp, and SharePoint. SEO using own tools, SERPlab, Screaming Frog, and own reports.

St. John's College, Annapolis - MD

Apr2014 - Oct2014

Admissions Counselor/Admissions Social Media & Web

St. John's College's Admissions team had many needs including technical ones. Given my background in sales/sales management as well as my technical background, I was able to fill this need.

- As a result of recommendations, a position was created in which I could undertake these changes and better affect the Admissions goals. This led me to the position as Web Developer/Admissions Social Media Coordinator listed above.
- Developed Social Media presence for St. John's College Annapolis admissions office on Facebook and Twitter.
- Currently, the Admissions Office twitter account has
- Recommended SEO changes to site to capture online audiences searching for a college experience like that which St. John's College offers.

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- Recommended consistent messaging echoed from mailing campaigns to email campaigns to website marketing to college fair presence.
- Created email templates that echoed prospective students' (the main target audience) language and reinforced successful messaging.
- Attended meetings on Admissions best practices.
- Continuous learning on Admissions objectives and best ways to reach these objectives.

Environment: Windows machine using Cognos and CX reporting system (Jenzabar). Twitter and Facebook for social media, and MS Excel used for social media reporting. Proposed solutions to SEO, Web Development, and UX needs and was then promoted.

Adworthy, Inc., Washington Crossing - PA

Oct2012 - Mar2014

Search Engine Marketer/Analyst

Adworthy, Inc. is a small SEO/SEM and digital marketing firm. They pride themselves on being more similar to a consulting agency than a traditional agency, in that their goal is to work with clients for a 3-6 months and give them the tools they need to succeed in SEO/SEM, then take a back seat to the now-Adworthy-trained in-house teams.

- Managed clients and provided consulting for SEO site restructuring for national and international clients.
- Trained clients in SEO copywriting, SEO best practices, and audience targeting.
- Managed clients and provided consulting for SEM campaigns in AdWords and BingAds.
- Trained clients in SEM best practices for ads, landing pages, and campaign settings.
- Created and managed SEM campaigns using best practices for time/geo settings, data analysis, bidding, and
- AdWords & BingAds for numerous different clients across a breadth of verticals including pharmaceuticals, artwork e-commerce, and business consulting services.
- Managed up to \$5k/month per client in SEM spend.
- Developed reporting suite queries using MySQL for AdWords, BingAds, Google Analytics, and custom (i.e. Omniture) API pulls.
- Designed and built reporting suite template for clients using MS PowerPoint and MS Excel.
- Created new report types tracking language used in SEM ads and how target audiences responded to different language based on their user group.
- Created new charts to display information about Hour of Day data and the Cost Deficit/Cost Wave daily trends to provide basis for campaign bidding changes throughout the day that saved client money and increased SEM ROI.
- Added Google Analytics tracking code to client websites to track conversions and campaign ROI.
- Helped develop Wiki and documented best practices as well as reporting types, charts, and query methodology for non-technical and technical staff.

Environment: Windows machine, MySQL, Workbench, MS PowerPoint, MS Excel, MS Word, GitHub. CMS environments include Mura, WordPress, Drupal, Squarespace.

Independent Projects

Jun2011 - Current

Learning Coding & Web Development

For the past few years I have also been working with HTML/CSS, PHP, and, at one point, ColdFusion on the side. Mostly it has been for hobby, but I have created or worked on sites for small businesses.

- Created simple business websites and SEO guided site structures.
- Wrote HTML, CSS, and PHP to incorporate strings from an array at random into stories, haikus, fill-in-the-blanks, and more.
- Worked on sites to provide the desired look, feel, and UX.
- Learned coding through Codecademy, Udemy, Treehouse, many Google searches, books, and mentors while working in office setting with developers.

Environment: Windows machine. Dreamweaver used for some web development with HTML, CSS, and basic ColdFusion. MS Access, MySQL databases. Filezilla and cPanel as well as phpMyAdmin for database management. CMS's used have been Squarespace and WordPress.

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The Hertz Corporation, Hanover - MD

May2011 - May2012

Location Manager I

The Hertz Corporation is the premier car rental agency preferred by business and leisure travelers all over the world. I was part of a management team at the BWI Airport location and was responsible for daily operations.

- Focus on upselling, training counter staff in upselling and sales techniques, coaching them on best practices for sales and customer service.
- Trained in Lean Six Sigma Yellow Belt certification for process improvement.
- Managed small team devoted to damage collection and re-trained where necessary, proposing incentivize structure improvements.

Environment: MS Excel, MS PowerPoint, LightHouse Group project management templates, Lean Six Sigma Templates including Pareto Charts, Value Stream Maps, Fishbone Diagrams, and other matrices.

Mattress Firm, Inc., Phoenix - AZ

May2009 - Feb2011

Assistant Store Manager/Competition Manager/Head District Trainer

Known for its rigorous and comprehensive sales training program, Mattress Firm, Inc. began in Houston, Texas but quickly spread throughout the south. It currently has over 1700 stores nationwide, as well as an online store.

- Created new sales tools to be used nationwide including a “This is My Bed” campaign in which the beds that salespeople across the district own were highlighted as well as the reasons why they loved that bed.
- Oversaw month-long training curriculum for new hires on the sales team and for their trainers.
- Consistently top 5 in district for sales KPIs.
- Excellent customer satisfaction, with 0 returned mattresses at a company with a 100 day return guarantee.
- Teamwork, salesmanship, customer service, and technical prowess.

Environment: MS Excel, MS PowerPoint.