

Mark Hare Resume

Objective: to work with great people providing honest help with internet related business

QUALIFICATIONS AND SKILLS SUMMARY:

- Working since 2005 in **SEO , SEM project management and client relations**
- **Client first business model developed since starting as a client services specialist with my first job in web based business**
- Usability and user interface specialist
- Very experienced in dealing with third sector industries such as eco friendly companies, alt fuel companies, and charities
Helping customers solve issues with design, coding, and online rank
- I have worked on over 450 completed website projects
- Project budgets have ranged from 5,000\$ to mid six figures
- **I am calm with clients and walk them through their issues without talking over them or down to them. I found through working as a project manager that often I act as a translator between dev or design teams and clients and often conflict arises simply because the client is frustrated by not having the issue explained to them properly.**
- Detail oriented with very strong organization and planning skills
- Customer focused, with excellent communication and interpersonal skills
- Excellent Time & Self-Management
- Team player committed to achieve overall departmental and company goals
- Ability to quickly learn new applications
- Top tier **documentation** skills
- Fluency in English. No communication barriers

PROFESSIONAL EXPERIENCE:

ADVsearchmarketing.com SEO/SEM and Project Management contract work SEO SEM SMO specialist available for contracts February 2012 – Present

- Performing Social Media driven Search Engine Optimization with content marketing and Search Engine Marketing for a variety of clients in the GTA on contract basis with hourly rates as ADVsearchmarketing.com
- **I am all my client's go to computer guy though I am the SEO consultant. I also get calls to fix website errors, cell phones, and anything else technology related.**
- My PPC optimization has saved clients hundreds of thousands of dollars in false click throughs. I have found people respond quite well to PPC once they see how it is supposed to work
- I perform usability analysis and documentation audits as well as performing Social Media Optimization
- I am also working with past and present dev and SEM teams to evaluate and refine marketing strategies for several clients ranging in size.
- I managed 500 campaigns for 1 single client under 8 lines of business while at the same time managing 4 campaigns for 1 line of business for another. The rates I charge vary depending on workload and the company's existing setup.
- I enjoy working hands on with developer teams and designers for clients who require full conversion optimization and work as Project Manager as required.
- I keep up to date on the latest trends in online marketing and website conversions

9th Sphere (now closed)

Project Manager & SEO Specialist - Sector: Information technology

August 2011 – February 2012

- I managed web projects and **SEO** assets related to them
- Took on 13 overdue projects at start. I had to mend a lot of client relationships and reestablish trust
- Operated as sole Project Manager in a **Senior Project Manager** capacity when my start date coincided with the existing 4 person project management team's exit. This was difficult because the clients didn't want yet another new PM but I made it work
- I completed 3 in the first month and most by the time I left
- I fixed internal process to aide in increasing the companies time management and effectiveness
- I worked with SEO team members to help steer the SEO team in a more consistent and effective direction
- **I improved company moral by opening up communication lines between senior staff and development teams**
- I trained SEO team members on techniques not previously employed
- I also trained SEO team leaders on effective white hat, content driven back linking strategies and more
- Because it was absent from the approach they'd taken I initiated, maintained, and improved the social media presence for clients as a part of the overall search engine marketing

Business Development Manager

Senior Project Manager & Senior SEO/SMO specialist (last title(s) before leaving. I started as a client service rep with this company) - Sector: Information technology

Company: Advoca Interactive

October 2005 – August 2011

- While at Advoca I Managed multiple projects simultaneously
- Managed the **SEO** for both the company and clients – **Natural and PPC**
- **I handled all inbound whether new leads or client issues. It was not my company but it was my phone number and email on the website for contacting us**
- I often had to staff projects when resources weren't available
- I was key in revitalizing the company's own branding
- I secured dozens of new clients per quarter specifying on third sector markets
- I was the staff's go to guy for all news related to the clients, SEO, and web as a business in general
- I consulted with clients to ensure proper usability was featured on site in every way
- All project documentation was drafted by me for projects I was assigned. I refined my approach over the years and I have had only positive feedback on my documentation skills
- I ensured all projects followed proper web development conventions including Object Oriented Programming

Senior Manager - Sector: Technology

Company: Integrated Business Analysis Inc.

March 2005 – September 2005

- Performed business analysis for small to medium sized companies
- Closed first account in the first week
- Completed rigorous training at head office in Chicago

Senior Business Analyst and Canadian Operations Director - Sector: Technology

Company: Beresford Blake and Thomas

Oct 2003 – February 2005

- Started the Canadian arm of a multi-national business analysis and recruitment firm based in the UK
- Managed a staff of 9

Marketing Associate - Sector: Marketing
Company: Landrover Jaguar
January 2003 – Sept 2003

- Launched new car sales initiatives
- Performed consultative marketing sessions with dealerships
- Gained valuable knowledge of traditional marketing channels in high end retail

Surgical Product Specialist
Company: Sigmacon Health Products Corp.
Sept 2001 – December 2002

- Marketed and sold surgical and medical products:
 - Electro surgical units
 - Portable ultrasound machines
 - Tumor ablation devices
 - Endo-venous laser treatment for varicose veins
 - Surgical smoke evacuators
- Secured clinical evaluations at:
 - Sunnybrook and Women's College (all sites)
 - Mount Sinai
 - William Osler
 - St. Michaels Hospital
- Designed and produced relevant marketing materials when company budgets didn't provide them

EDUCATION

Brock University/ Niagara, Ontario 2000-2001

1. One year **post-graduate** screen writing course.

- Final project won best production at Niagara Colleges in house film awards.
- Studied demographics, marketing, marketing analyses, and professional concept pitching

Brock University, St Catherines, Ontario, 1997-2000

BA

- Communication Theory
- Film & Television Marketing
- English
- Psychology

INTERESTS

Weight/Endurance training
Systema
Writing TV scripts
Search Engine Marketing
Social Media
Computers, SEO, and current web technologies

Novice PHP, ASP, MYSQL, SQLServer,
Laser safety certified
Communication theory
Film/TV
Photoshop, Illustrator and other design related programs