John Shea

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Seeking a marketing position that will utilize my webmaster, SEO, social media and analytical skills to produce top quality results
Willing to relocate: Anywhere
Authorized to work in the US for any employer

WORK EXPERIENCE

Senior Account Manager - Lead SEO Strategist

Service Inbound - Amesbury, MA - September 2015 to Present

• Managed 35 client accounts as a senior account manager

• Communicated with clients on a weekly and bi-weekly basis to provide insights on SEO and PPC performance

• Developed a custom project management system for completing SEO tasks using internal Trello boards. Used Teamwork to communicate with clients for managing projects.

• Played a sales role by selling existing clients on upgraded services such as citation clean ups, blog content, additional SEO work and PPC management.

• Created training for clients to use various systems and tools. Additional training was created for in-house use to train new employees and staff on best practices for SEO and using tools within the company.

• Listened to client phone calls with Callrail and provided detailed feedback on ways to improve close rates.

• Performed SEO Audits using tools such as Brightlocal, Ahrefs, SEMRush, Raventools, Screaming Frog, Long Tail Pro and SEO Powersuite.

• Fixed On-page SEO issues such as title tags, meta descriptions, alt tags while utilizing the Yoast SEO plugin for targeting keywords

• Performed backlink analysis for client websites and competitor websites

• Built various backlinks to client sites using sources such as citations, Web 2.0 properties and guest blogging.

• Setup and configured Google Search Console, Google Analytics, Bing Webmaster Tools, Bing Places, and Apple Maps for clients.

• Setup Google My Business profiles for clients, geo-tagged photos, optimized profiles for ranking in the Google Local 3 Pack.

• Made web design edits within the Wordpress CMS for design and content changes on an as needed basis.

• Designed landing pages using platforms such as Leadpages, Unbounce and Thrive Themes Content Builder.

eCommerce Manager

Johnson String Instrument - Waltham, MA - July 2014 to July 2015

eCommerce Management for Johnson String Instrument

Responsibilities

• Managed eCommerce platforms such as Amazon, eBay and website for sales metrics & pricing.
• Provided feedback and suggestions for improving key systems revolving around eCommerce such as inventory management and CRM platforms
• Managed weekly fulfillment by Amazon (FBA) inventory allocation
• Used Feedvisor repricing tool with Amazon
• Provided insight to improve and streamline processes and workflows for customer orders.
• Assisted with Search Engine Optimization for JohnsonString.com - Provided keyword research for content creation, provided an in-depth on-page SEO audit for improving key pages
• Assisted webmaster with editing Johnsonstring.com web pages
• Ran reports to provide insight on revenue and where improvements could be made

Accomplishments:

• Built & Maintained company blog - Blog.johnsonstring.com - Made suggestions on how to utilize inbound marketing for increasing website traffic, generating more sales and interacting more with customers on social media
• Built & Maintained charity website for the company - BostonCelloSociety.org

Skills Used
SEO, eCommerce, Amazon, eBay

eCommerce Specialist

Verandaoutdoors.com - Haverhill, MA - March 2014 to July 2014

• Worked closely with an outside company to develop and transition a brand new Magento website for the company.
• Managed the online store using the Magento platform. This included adding product details, adding new products, photos, and managing the website.
• Managed all aspects of online content, SEO, email marketing and assisted with general product promotion and marketing
• Managed listings for products on eBay and Amazon
• Managed an eCommerce based store using the Magento platform. This included product details, adding new products, photos, and managing the website.
• Helped research potential new products to purchase for re-sale.
• Improved existing Amazon listings to increase sales and to utilize more keywords for increased traffic
• Utilized Brightpearl for inventory and sales management of all online sales

Accomplishments:

• Helped the company transition to a brand new Magento store
• Setup website hosting and trained staff on the Magento platform
• Provided feedback and suggestions for using more effecient tools such as ShipStation for shipping management.
• Helped the CEO better understand how to market and develop a digital marketing strategy

• Showed the CEO how to use freelancers on Upwork for making advanced Magento website changes

Technical Support Engineer
OmTool, Ltd   -   Andover, MA   -   September 2007 to March 2014

Utilized technical knowledge, product knowledge and problem-solving skills to assist customers with technical questions, troubleshoot problems, and rectify existing issues
• Effectively and professionally communicated with customers over the phone and email to explain the issues, provide estimates for time to repair, and answer all questions
• Performed in-depth analysis of customer issues to determine causes and solutions and work with Engineering, Support and QA staff to investigate, test, and develop solutions or workarounds to resolve issues
• Requested information data points based on pre-defined criteria, with additional inquiry based upon technical knowledge.
• Clearly documented each problem, activity, and solution in BMC Service Desk software Identified high priority customer issues and escalated them to management

Service Advisor / Customer Service Engineer
iTeam   -   Westford, MA   -   September 2008 to March 2009

Performed IT and audio/visual installation service related activities such as work order creation, interfacing with account managers, and leveraging technical support to meet customer needs
• Installed, configured and managed multiple Microsoft Windows operating systems utilizing Virtual Iron software within an in-house lab, this includes Windows Server 2003, 2008, Windows Vista, and XP
• Oversaw the entire service delivery lifecycle by using Salesforce CRM software, which included initial order processing to closing out installation with customers and releasing payment to field technicians
• Ensured customer satisfaction by confirming the scope of services, collecting required service delivery information, and scheduling delivery dates
• Managed the relationships between all parties involved with the service delivery, such as account managers, service partners, field technicians, internal support, and end users
• Recommended modifications for product and service delivery improvements based on customer, reseller, and field engineering feedback

Operations Coordinator
TOMTOM, Inc   -   Concord, MA   -   December 2005 to September 2007

Provided support on a busy help desk by talking with customers to understand their issues, resolving issues, documented tickets using the Right Now CRM platform, and escalating problems as necessary
• Established a tracking system to ensure the capture of all relevant information using Microsoft Excel
• Contacted end users by phone or email to provide status of their return and to answer questions
• Created and distributed to management weekly reports on operational activity
• Processed product returns of over 100 GPS units per day and planned and tracked all replacement parts as needed
• Liaised with financial and operations departments to ensure proper accounting of unit returns
• Trained and monitored department staff on daily operations and procedures

EDUCATION

Associates in Micro-Computer Specialist
Hesser College - Manchester, NH
May 2005

SKILLS

Wordpress Web Design (6 years), Search Engine Optimization (6 years), eCommerce - Amazon, eBay, Shopify, Magento, WooCommerce (3 years), IT - Hardware, Software, Technical Support, Windows (10+ years)

ADDITIONAL INFORMATION

Webmaster & Internet Marketing Skills:
• Built and maintained 20+ websites on the Wordpress platform
• Experienced with eCommerce - Magento, Shopify, and WooCommerce platforms
• Performed various SEO (Search Engine Optimization) tasks such as keyword research to increase relative keyword rankings on Google.
• Experience with Nutshell CRM, MozLocal, Freshbooks Invoicing, Long Tail Pro Platinum Keyword Research, Ahrefs, SEMRush and SEO Powersuite for SEO Analysis.
• Ranked various businesses on the 1st page of Google for local search on Google
• Wrote and published various blog posts that have ranked well within the Google Search Engines
• Performed regular backups of each website
• Monitored website traffic, and search results with Google Analytics
• Designed e-mail capture pages, and landing pages used for e-mail lead generation
• Experienced with using Aweber, MailChimp & GetResponse e-mail auto-responder systems
• Proficient with all the major social media websites, Facebook, LinkedIn, Twitter, Google+, Pinterest
• Strong understanding of sources for paid advertising and running advertising campaigns targeting specific keywords
• Experience with editing video with Camtasia video software

IT & Hardware Skills:
Proficient at troubleshooting hardware and networks, with the ability to identify and resolve hardware, software, and connectivity issues using Microsoft operating systems:
• Microsoft Windows XP Pro, Windows Server 2003, Microsoft Exchange Server 2003
• Active Directory, DNS, DHCP, Group Policy, Permission Controls, Remote Access
• TCP/IP subnetting, WLAN/WAN, VPNs, SMTP, wireless devices
• Firewall and Proxy Server configuration, Antivirus applications, Disaster Recovery and Remote Management, Fault Tolerance tools, Network Hardening via Intrusion-Detection and Intrusion-Prevention Systems, VMWare Workstation
• Workstation set-up and installation; Networked and local printers, scanners and PCs; Category 5 Cabling; Servers, Routers, Hard Drives, Peripheral components
• Microsoft Office Suite