

# Douglas Gerald Kwong

<http://www.DouglasKwong.com>

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**OBJECTIVE:** Obtain a position in Digital Marketing management utilizing the skills I have learned thus far to accelerate my professional development while driving the company forward.

## QUALIFICATIONS

- o I Played a key role in driving over \$1Billion to ChoiceHotels.com
- o Employed various online tactics including search engine optimization, search engine marketing, email marketing, link-building, social media, and analytics tools for measurement to test, evaluate and improve overall marketing campaigns
- o Trained and mentored new employees in search optimization
- o Taught SEO classes to maximize and ensure consistency across products and websites
- o Certified in Advanced SEO from the SEMPO Institute

## EMPLOYMENT

2010-Current

Senior Analyst SEO, Choice Hotels International, Phoenix, AZ.

- o Strategically identify detailed SEO strategy roadmap and prioritize tactics based on data analysis
- o Developed and currently implementing enterprise social media strategy in matrix organization

2008-2010

Link Analyst SEO, Choice Hotels International, Phoenix, AZ.

- o Increased year-over-year search engine revenue by 24.96%
- o Worked closely with our SEM team to increase year-over-year organic and paid search visits by 35.26%
- o Developed and implemented our link building strategy to grow link portfolio by over 1,000%
- o Involved in redesign of ChoiceHotels.com website

2005-2008

E-Commerce Marketing Analyst, Allegro Medical, Tempe, AZ.

- o Increased the average order size of online orders by 7.5%.
- o I evaluated and implemented marketing strategies to increase organic and paid search traffic by 400% within six months
- o I worked as a liaison between our marketing and IT departments to ensure that our website was fully optimized for search engine crawls.

## EDUCATION

2010 - 2011

Masters of Business Administration. University of Arizona

2001 - 2005

Bachelor of Science. Business Marketing and Communications.  
Arizona State University

## ACTIVITIES

- o Member of the Arizona Interactive Marketing Association
- o Member of Beta Gamma Sigma International Honor Society
- o Volunteered with Big Brothers Big Sisters Organization in 2009