

Douglas Gerald Kwong

Dgkwong@gmail.com

www.DouglasKwong.com

OBJECTIVE: Utilize my position in the field of e-commerce marketing with skills and practices I have learned thus far to continue my professional development as a search engine optimization analyst.

QUALIFICATIONS

- Employed various online tools including email, pay-per-click, link-building, and social networking websites to test, analyze and improve overall marketing campaigns
- Managed a marketing department
- Trained and delegated new employees
- Taught SEO classes to maximize and insure consistency across products and websites
- Performed keyword research and implementation on top revenue generating items to capitalize on opportunities

EMPLOYMENT

2008-Current
Phoenix, AZ.

SEO Link Analyst, Choice Hotels International,

- Obtain and analyze links for strong web exposure
- Increased PageRank for ChoiceHotels.com
- Determined and placed relevant landing pages
- Created as well as corrected opportunities for exposure

2005-2008

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

- I played a key role in increasing the average order size of online orders by 7.5%.
- I played a key role in evaluating and implementing marketing strategies to increase organic search traffic by 400% within six months
- I wrote the content and meta-data for our top 100 revenue-generating products in a search-engine-friendly format to achieve higher placement in the search results
- I worked as a liaison between our marketing and IT departments to ensure that our website was fully optimized for search engine crawls.
- Developed and implemented SEO best practices, as well as proven marketing techniques, to boost exposure and sales

EDUCATION

2001-2005 B.S. Business. Marketing Major. Arizona State University, Tempe, Arizona. G.P.A. 3.53