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SPECIALTIES AND STRENGTHS

- Organic SEO strategy development and implementation; Website code and architecture optimization for search; SEO copywriting; Website evaluations and audits; Website usability advocate; online marketing, including article marketing, blog marketing, press release promotion and link building; improving Website search engine friendliness; improving conversion rates; Web analytics.
- Page layout for Google AdSense, Yahoo Publisher and other advertising and affiliate programs to maximize click-through rates (CTR) in order to boost revenues; PPC landing page development and ad copy.
- Entrepreneurial and service mindsets; highly developed multi-tasking, organizational and project management abilities; ability to work effectively alone or as part of a team, onsite or on a remote basis; ability to adapt to change; strong business acumen, technical knowledge and client relationship skills; highly ethical, reliable, trustworthy and responsive.

CURRENT EMPLOYMENT

November 2003 - Present *Self-Employed: DBA HelpDocuments.com, Nashua, New Hampshire*

Operate sole proprietorship offering virtual paid and organic search marketing and Website promotion services to small and medium-sized businesses through www.helpdocuments.com.

- SEO strategy development, implementation and analysis; detailed analysis of Websites for SEO; growing site traffic through Website promotion; improving sales conversions and performance measurement; keyword research, analysis and recommendations; development of PPC landing pages.
- Full SEO copywriting and on-page optimization for 2 online retailers, including keyword selection and creating optimized product descriptions and META tags; bundling products for suggestive cross selling; writing privacy policies and user agreements; developing templates for consistent entry of new product descriptions by others; product image editing and resizing.
- Web content research and SEO copywriting; content management; Website navigation and architecture design and improvements for both usability and search engine friendliness; developing XML and HTML site maps; developing and editing cascading style sheets (CSS) for search engine friendliness, for simplifying site maintenance and for style and page layout consistency.
- HTML coding and editing for search engine optimization and accessibility, including Title optimization, META tag optimization, strategic content placement and keyword density, keyword matching, optimizing link anchor text and adding or editing link Title attributes and image Alt attributes.
- Blog marketing, including blog creation, template setup, copywriting for and managing various blogs to promote client Websites (WordPress and Blogger); press release copywriting with online wire distribution; eBook ghostwriting, publication and promotion; article marketing; link campaign management and manual directory submissions.
- Landing page development and A/B testing with Google AdWords.
- Provide analytics reports to clients on search rankings, Web traffic and click through rates, using WebPosition Gold, WebCEO, Compete, Google Webmaster Tools and Google Analytics.
- Copywriting, copy editing, blogging and Webmastering for home business and telecommuting subdomain on About.com (<http://homebusiness.about.com>), a division of the New York Times, using About's proprietary content management system and WordPress.

PRIOR EMPLOYMENT

1999 – 2002 *Senior and Lead Technical Writer and Web Content Manager, Lexign Inc., Nashua, NH*

- **Web Content Manager:** Served as corporate Webmaster for software company's public Website; researched, authored and illustrated original and re-purposed Web content; created new marketing collateral and updated existing materials; collaborated with the CEO in writing press releases; provided regular Website traffic analysis using WebTrends; conducted email marketing campaigns; organized and led the company's Website steering committee of company executives; managed three Website team members.
- **Senior and Lead Technical Writer:** Designed, developed and edited online HTML help systems for business process automation (workflow), document management, XML forms, digital signature and operational risk management software; planned and managed documentation projects; supervised five contract and staff technical writers; repurposed print materials for publication on the corporate and technical support Websites; developed documentation standards, templates and style guides.

1998-1999 *New Media Consultant, Whittman-Hart Consulting, Plymouth, MN*

- Planned, developed and delivered online and printed documentation and Web design solutions for Fortune 500 pharmaceutical, agricultural and manufacturing clients, including eCommerce and Website forms design and online help.
- Developed and updated training materials for print publication.

1998 *Technical Writer, National Semiconductor, Arlington, TX*

- Planned and developed documentation standards and style guide, templates and online help from scratch for developers, system administrators and business analysts.
- Authored and illustrated business process documents for senior management.
- Documented software and system processes for disaster recovery, including a UNIX system administrator's manual and database administration procedures.

EDUCATION

DEGREE: BA. Rutgers University (NJ), Business & Economics

SUBSEQUENT COURSEWORK

- Search Engine Optimization; PPC Advertising; Website Promotion; eCommerce; Web Site Administration and Marketing; Web Content Writing and Editing; Advanced Web Writing.
- HTML, Advanced HTML; Intro to Programming; Intro to JavaScript, Visual Basic, Intro to Active Server Pages (ASP); Adobe Photoshop.

CERTIFICATIONS AND PROFESSIONAL AFFILIATIONS

CERTIFICATIONS

- **CIW**—Certified Internet Webmaster (ProSoft)
- **CPCU** – Chartered Property & Casualty Underwriter (AICPCU)

PROFESSIONAL AFFILIATIONS

- Member: Search Engine Marketing New England (SEMNE)
- Member: HTML Writers Guild/International Webmasters' Association
- Member: Software Association of New Hampshire (SwANH)

SOFTWARE AND PROGRAMMING COMPETENCIES

- Ability to hand code and edit HTML/XHTML/XML, cascading style sheets (CSS) and JavaScript.
- Microsoft Word, Excel, Visio, PowerPoint, Publisher, Access, FrontPage, Outlook, Internet Explorer.
- Adobe Acrobat, Photoshop, Dreamweaver, Flash; Mozilla Firefox; Netscape Communicator; Opera; EditPad Pro (robust text editor); Web CEO; Web Position; WebTrends, Google Analytics; Constant Contact.
- WordPress; Blogger; Experience with a variety of content management systems.