

STEFFAN HAEBERLE
Senior Web Designer & Search Consultant

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OBJECTIVE

Acquire a position as a Search Engine Management manager and SEO strategist with responsibilities and compensation comparable to my experience and level of expertise.

FIND ME ON THE WEB!

SOCIAL NETWORKS

twitter.com/snapfu

[linkedin.com/in/steffanh](https://www.linkedin.com/in/steffanh)

VIEW CASE STUDIES

steffanhaeberle.com

KEY SKILLS

Thorough knowledge and experience with XML, XHTML, Javascript, ColdFusion, Flash, AJAX, CSS, MySQL, PHP, web services, agile development, and web standards

Thorough and extensive knowledge and experience in Search Engine Optimization and Search Engine Marketing tactics

Possess 9 years experience in programming, graphics design, software development and networking Possess the communication skills required working in a team based development environment

SOFTWARE EXPERIENCE

Experienced in ColdFusion, XHTML, CSS, Javascript, Adobe CS Suite, PDF creation and coding, XML, ASP, SOAP, vbscript, Salesforce API, PHP, Shell scripting and batch files and MySQL. Other experience includes working in 3D Studio Max, Maya, Photoshop, Illustrator and Fireworks.

PROFESSIONAL EXPERIENCE

WEB DIRECTOR, SEO STRATEGIST

Rackwise, LLC, Las Vegas, Nevada - 8.2008 – present

- Redesign of rackwise.com using valid CSS and XHTML
- Manage and maintain Google Adwords campaigns
- Provided strategies and implemented on-site SEO
- Created and launched several link building campaigns
- Manage and maintain online reputation using social media networks
- Obtained and have maintained top position in Google, Yahoo and Bing for several major competitive keyword phrases

WEB DESIGNER/DEVELOPER, SEO CONSULTANT

Selling Source, Las Vegas, Nevada - 7.2007 – 8.2008

- Designed websites using valid CSS and XHTML
- Facilitated in design and development of websites programmed in PHP
- Provided strategies and implemented SEO into new and existing websites
- Assisted in the design and development of Search Engine Marketing and PPC campaigns throughout corporate sites
- Assisted with identity branding for corporate sites

WEB DEVELOPER

Mojo Interactive, Inc., Orlando, Florida - 1.2005 – 7.2007

- Responsible for programming and maintaining web site that has over 650,000 unique visitors each month
- Common use of AJAX, SOAP, HTML and CSS
- In charge of programming for Sales Force integration and coordination
- Intimate knowledge of programming standards, database design and maintenance
- Responsible for the creation of documentation and standards for all programming done for various websites
- Experience in both Windows and Linux platforms. Distributed and single web server application configurations
- Search engine optimization experience
- Sales Force API programming using SOAP and Java SObjects

COURSEWARE DEVELOPER/GRAPHIC ARTIST

Solomonson & Associates, Orlando, Florida, 2.2002 – 3.2003

- Created web sites using PHP, ASP, javascript, VBscript, and SQL
- Created custom bulletin board forums using PHP and SQL
- Created courseware for clients using software, programming, database and graphics applications
- Created storyboards and flowcharts to design the blueprints of the courseware products
- Was responsible for creating the technical documents that would accompany the software using Word, Photoshop, Illustrator, 3Dmax, Flash, Director, Authorware and Acrobat

MULTIMEDIA DEVELOPER/GRAPHIC ARTIST

StarMedia, Inc., Orlando, Florida, 2.2000 – Sept. 2001.

- Created interactive software using various software, programming, database and graphics applications
- Created technical Flash-based and text based documents instructing clients on how to use our software
- Created technical, flowchart and design documentation used in house by the programming team, graphic artists and video editors
- Worked independently and with groups on pricing, creating and implementing software for clients
- Created computer software, corporate and personal web sites, made interactive CDs and DVDs
- Junior 3D art and animator with experience with 3DMax, Illustrator, Photoshop, Premier, After Effects and Maya

EDUCATION

VALENCIA COMMUNITY COLLEGE, ORLANDO, FLORIDA

AS Computer Science - 1997–1999 [3.75 GPA]

PROFESSIONAL REFERENCES

Arnold Dela Cruz | Owner, Principal
bureau149, Henderson, Nevada, 702 // 588-2247