

STEFFAN HAEBERLE
Digital Marketing Manager & Search Consultant

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10948 Carberry Hill, Las Vegas NV, 89141



OBJECTIVE

Acquire a position as a digital marketing manager/director and SEO strategist with responsibilities and compensation comparable to my experience and level of expertise.

FIND ME ON THE WEB!

SOCIAL NETWORKS

twitter.com/steffanlv

linkedin.com/in/steffanh

SAMPLE WORK

<http://steffanhaeberle.com/portfolio>

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

Experience consulting with clients and businesses on projects, developing project plans and statements of work, possess strong time-management, team based management and multi-tasking skills

Possess 9 years experience in programming, graphics design, software development and networking

MARKETING EXPERIENCE

Digital marketing expertise includes experience in consumer marketing, SEO, SEM, promotion management, viral campaigns, email campaigns, social media management, strategic positioning, social marketing, content syndication, PPC advertising, affiliate advertising and offline marketing campaigns focusing on print ads, trade shows and TV spots

SOFTWARE EXPERIENCE

Experienced in ColdFusion, XHTML, CSS, Javascript, Adobe CS3, PDF creation and coding, XML, ASP, SOAP, vbscript, SalesForce API, PHP, Shell scripting and batch files and MySQL. Other experience includes working in Premiere, Microsoft Visual Studio, Borland C++, 3D Studio Max, Maya, Photoshop, Illustrator and Fireworks

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING MANAGER/SEARCH CONSULTANT

Rackwise, Las Vegas, Nevada - 7.2008– present

- Redesigned Rackwise.com to corporate specifications
- Created customized reporting, tying together Google Analytics, SalesForce, Adwords, keyword trending and other SEO related metrics
- Provided strategies and implemented on-site and off-site SEO to rank Rackwise.com at the top of search engines for main, competitive keywords
- Assisted in the design and development of Search Engine Marketing and PPC campaigns, reducing monthly spendures for all campaigns by 33% on average
- Created, managed and maintained social media campaigns including presences on Twitter, Facebook, LinkedIn, Digg and other social networks

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
- Created code using 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

HELP DESK SUPPORT/WEB DESIGN SUPERVISOR

CBIZ, Orlando, Florida, 7.2002 – 12.2004

- Responsible for assisting employees and clients with support for various software and hardware issues
- In charge of a dedicated team of tech specialists who supported over 300 employees
- Created custom software using PDFs, ASP, HTML, MYSQL, PHP and XML
- Partially responsible for the creation of documentation instructing the programming staff on how to code for various client needs
- It was also my responsibility to routinely create and maintain documentation for all of our in house users and field staff on subjects that explain processes and procedures that take the end user through how to use PCs, laptops and our various enrollment softwares
- In addition to my technical support duties I also created and maintained Flash based tutorials that were used as training aids and also I created HTML/PHP based feedback websites for clients

COURSEWARE DEVELOPER/GRAPHIC ARTIST

Solomonson & Associates, Orlando, Florida, 2.2002 – 3.2003

- Created web sites using PHP, ASP, javascript, VBscript, 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 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

view my professional references at [linkedin.com/steffanh](https://www.linkedin.com/in/steffanh)