

## SUMMARY

With over 40 years of experience in business and writing, I reliably and punctually create custom content ideal for blogs, articles, reputation management, essays, and social media assets. Expert at researching and composing pieces while naturally integrating SEO keywords for improved organic search engine results. Outstanding organizational style; exceptionally computer literate; proficient in WordPress, HTML, Word, Excel, PowerPoint, and Outlook.

## EXPERIENCE

### EDUCATION

**Associate Degree**  
Business Administration  
**3.95 GPA ~ 2014-2015**  
Dean's List for 6 semesters  
**Central New Mexico**  
**Community College**

### CORE ATTRIBUTES

Bottom-Line Orientation  
Superior Writing  
Mathematical Aptitude  
Public Speaking  
Computer Savvy  
Sales History  
Marketing Expertise  
Executive Experience  
International Consultant  
Meticulous  
Dedicated  
Creative

### EXPERT SKILLS

PC: Software/Hardware  
Microsoft Office  
(Word, Excel  
PowerPoint, Outlook)  
Image/Video/Sound  
Editing & Management  
WordPress  
HTML  
Windows 7 & 10

## FREELANCE CONTRACTOR

**Creative Writer/Content Provider**, Albuquerque, NM, 2012 – Present

- Employ far-reaching business experience and computer skills to deliver superior written content for specialized audiences and clients in broad array of subjects and formats

**Blogs:** Author blog posts ranging from 300 words to 6,000 words covering a wide variety of topics including business advice, medical services, international banking, geopolitical news, plumbing services, drug rehabilitation, charitable organizations, travel, and biographies

**Articles:** Create, ghostwrite, and edit magazine articles for both print and electronic media

**Reputation Management:** Compose positive public relations pieces for promotion in a variety of mediums, including print and electronic matter

**Social Media Assets:** Develop social media content, with focus on major social media platforms, including Facebook, Google +, Twitter, Pinterest, Tumblr, and LinkedIn

## ABQ INTERNET CONCEPTS

**Owner: Web Designer/Internet Marketer**, Albuquerque, NM, April 2008 –2014

- Consulted with local businesses seeking to build a website, including domain name acquisition, web hosting, and WordPress installation
- Designed and built websites for personal and business purposes
- Generated new leads for clients via GoogleAdwords, delivering ROI in excess of 400%
- Creative writer, proofreader, editor, Search Engine Optimization knowledge
- Consultant for website management, Internet marketing, and search engine optimization

## INTERACTIVE ONE

**Marketing Director and Company Director**, Prague, Czech Republic, 2000 – March 2008

- In six months, promoted to Marketing Director after delivering measurable results as Marketing Representative; designated Company Director in 2002
- Customized and implemented VIP program; significantly and immediately reduced high-volume customer credit card chargebacks resulting in monthly savings exceeding \$10,000
- Authored monthly newsletter, generating \$20,000 and more in additional revenues upon each publication; created original monthly customer promotions and notable holidays, including unique contests and bonus incentives to boost member deposits
- Strengthened and expanded existing affiliate program to produce 50% increase in sales
- Negotiated and managed banking and legal relationships with American consultants and providers

**KEY RESULTS:** Increased monthly revenues by more than 100% within first six months; produced savings via customer service improvements, boosting satisfaction rate by 35%

## PREVIOUS WORK EXPERIENCE

**Securities Broker, Financial Planner, Investment Manager, Computer Advisor, Webmaster**, San Francisco, CA, Lake Tahoe, NV, Dallas, TX, & Denver, CO, 1972 - 2000

- Owner and CEO of StJonn Financial Corporation; licensed for securities & insurance and private investment syndicator
- Independent business owner/operator