

STEVEN ARNOLD

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Internet Marketer with 15+ years of professional experience in Web design, marketing, search engine optimization (SEO), e-commerce and content development/management. Recently completed two-year certificate program in Web Design and Marketing at Foothill College in Los Altos, California.

PROFESSIONAL EXPERIENCE

Current: Visa Inc., Foster City, CA

Web Content Editor, August 2016-present

- Duties include maintaining the Visa Inc. website using Adobe Experience Manager, user experience UX testing and “smoke testing” of new development features
- Agile development system using JIRA project tracking, and working with a large team of Visa content authors, project managers and senior directors
- Projects include integration/migration of Visa, Europe website, Rio 2016 Olympic Games, new Global Innovation Centers, and Super Bowl LI
- Web publishing using Adobe Experience Manager CMS, photo editing with Photoshop, document editing using Microsoft Word and Adobe InDesign
- Other projects include WCAG 2.0 accessibility updates on Visa website and updating the VISA AEM Author Training Guide
- This is a contract position that is updated on a quarterly basis

Foothill Web, Mountain View, CA

Owner/Sole Proprietor, 2000 - present

- My Web design and marketing business, providing expert, comprehensive Web design and marketing services to Bay Area small businesses for over 15 years
- Helping many Bay Area businesses to boost sales, increase Web traffic, improve search engine performance and grow social media presence
- WordPress Web design and state of the art professional templates to create visually appealing cost-effective websites
- Using best-practice, “white hat” SEO methods to achieve page #1 ranking on Google for many clients
- Worked with a number of Silicon Valley start-ups to acquire venture capital funding
- Using Google Trends, Keyword Analysis Tool and other online tools to predict trends, discover new markets and improve existing sales
- Using Google Analytics to view, track and analyze results, with emphasis on achieving goals
- Low-cost, highly adaptable “guerrilla marketing” methods, and traditional PPC/CPM advertising (Google AdWords, Facebook Ads, LinkedIn ads)

California Medical Weight Management, Santa Clara, CA

Web Marketing Manager, September 2011 – February 2016

- Grew medically-supervised weight loss program from 4 local clinics to 16 in California and Texas
- Built and maintained 20 corporate and e-commerce websites using WordPress and Joomla
- Coordinated content development and Web marketing for 16 medical clinics across various social media platforms (Facebook, Twitter, LinkedIn, Google+, Blogger, Instagram, Pinterest)
- Achieved page #1 placement on Google for all clinics by managing team of SEO marketers using best “white hat” SEO methods
- Saved the company thousands of dollars per month by optimizing AdWords and Facebook paid advertising accounts (“pay per click”)

American Natural & Organic Spices, Fremont, CA

Web Marketing Manager, September 2008 – September 2011

- Built and maintained corporate website and public e-commerce site for organic spices wholesaler
- Helped launch company's first retail store location in San Francisco, CA
- Achieved page #1 placement on Google for target keyword phrase, “organic spices”
- Supervised marketing campaigns including 16 Groupon deals and targeted keyword blogging
- Development of ad campaign graphics and product photos with Photoshop

EDUCATION

University of California at Santa Cruz (UCSC), Santa Cruz, CA

September 1980 – September 1982

- General education classes

Foothill College, Los Altos, CA

September 2011 – September 2013

- 2-Year Certificate Program in Web Design and Marketing (all Web design & marketing classes)

SKILLS

- Mobile-friendly Web design with WordPress, Joomla and other content management systems
- Low-cost, highly adaptable “guerrilla” Web Marketing
- Social media marketing on Facebook, Twitter, LinkedIn, Google Plus, Instagram, Pinterest
- Targeted content development and blogging with emphasis on SEO keyword optimization
- English and math SAT scores in top 1% of college-bound seniors
- Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe Experience Manager
- Previous experience as CompUSA business associate handling major accounts for Intel, eBay, AMD, Nvidia, San Jose State University, University of Santa Clara, San Jose Unified School District and large Bay Area companies