

Chris M. Rothwell

211 Avenida Victoria, Apt. B
San Clemente, CA 92672
Cell: 949.254.3490
chris.rothwell@gmail.com

Objective: A Search Engine Marketing, Online Marketing, or Marketing Position.

EDUCATION

B.A. in Multimedia with an emphasis in Graphic Design and Web Design.
May 2003. California Lutheran University, Thousand Oaks, CA
Dean's List 2001 - 2003
A.A. in Graphic Design.
May 2001. Irvine Valley College, Irvine, CA

HIGHLIGHTS OF QUALIFICATIONS

- Creative, positive attitude, quick learner, with excellent writing and communication skills.
- Proficient with Mac and Windows, Google, Yahoo and MSN Search Marketing Systems.
- Great team player as well as self-starter.

PROFESSIONAL EXPERIENCE

Search Marketing Skills:

- Implemented Search Engine Marketing Strategies for a wide range of clients to optimize returns.
- Extensive use and knowledge of Search Engines and Search Engine Optimization.
- Produced Pay-Per-Click marketing campaigns for a wide range of companies.
- Developed in-house SEO/PPC marketing strategies from the ground up.

Online Marketing Skills:

- Designed and launched collateral and creative for E-mail Marketing campaigns.
- Established best practices for Search Engine Marketing and Online Marketing practices.
- Initiated Web Analytics to produce web site statistics for reporting and testing purposes.
- Utilized Social Media Marketing and Optimization to increase brand awareness and web presence.

Additional Skills:

- Proficient with video editing programs such as Adobe Premiere and Adobe After-Effects.
- Demonstrated fluency with Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver and Macromedia Fireworks.
- Created reports and presentations with Excel, Omniture SiteCatalyst / SearchCenter, WebTrends Analytics, and others.
- Ad 2 San Diego Board Member, December 2006 - Present, Communications Chair and Programs Co-Chair.

EMPLOYMENT HISTORY:

Covario, Inc., San Diego, CA July 2008– Present
Search Marketing Manager

Newland Communities, San Diego, CA August 2006 – March 2008
Online Marketing Manager, Search Engine Marketing

Aviatech LLC, San Diego, CA September 2005 – June 2006
Search Engine Marketing Specialist