

KELI L. ETSCORN

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QUALIFICATIONS PROFILE

Highly successful and experienced professional with a broad background in **search engine optimization** and **Web site design** (designer of over 300 Web sites). Deep understanding of search engine functionality, Web site design and how the two must be synchronized to achieve maximum results. Superb interpersonal and communication skills particularly in conveying complex technical information in a clear and convincing manner to diverse audiences.

Core Competencies:

SEARCH ENGINE OPTIMIZATION SKILL SET

- Specified Title Tags for 200K+ Pages
- Specified Meta Tags for 200K+ Pages
- Keyword Research & Analysis
- Performance Data Analysis
- Web Analytics, Statistics & Traffic Analysis
- Optimized Internal Navigation

WEB SITE DESIGN SKILL SET

- Client Consultation & Needs Assessment
- Web Site Design & Development
- Tables, CSS and Accessible Design
- Site Development with Usability Standards
- SEO Friendly Site Construction & Architecture
- Navigation and Internal Linking

WEB SITE DESIGN & SEARCH ENGINE OPTIMIZATION EXPERIENCE

Bear Canyon Consulting, LLC – Albuquerque, NM – 2002 to Present

Keli E Consulting & Design – Albuquerque, NM – 1997 to Present

President

Assembled a group of Internet technology consultants and computer network professionals providing a range of services including network troubleshooting, database development, Internet connection installation, Web design, search engine optimization, e-commerce development, Web hosting, computer repair, computer patching / upgrading, and system administration.

Launched the grassroots startup of a full-service Web site consulting and design firm, which is now recognized as the Internet Design & Development branch of Bear Canyon Consulting, LLC. Communicate with clients to gain a clear understanding of their Web site and e-commerce needs, and work collaboratively with design team to create and deliver a Web site presentation model for approval. Create graphic and text content for client Web sites. Develop and disseminate cutting-edge marketing tools incorporating high-end graphics, compelling content, and company logo. Apply a deep understanding of search engine optimization practices to drive targeted traffic and overall improved search engine presence.

Verticals: Real Estate/Realtors, Attorneys and Small Businesses

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Key Search Engine Optimization Projects:

- ♦ www.RealEstateABQ.com: Developed a Web site for a Coldwell Banker agent focused on real estate sales in Albuquerque, achieving #1 placement for keyword phrase: Albuquerque Real Estate (and various other competitive phrases)
- ♦ www.OwnAPortlandHome.com: Designed a Web site for a Portland-based real estate professional, accomplishing top ten ranking for keyword phrase: Relocating to Portland (and various other competitive terms)
- ♦ www.ChicagoPILaw.com: Created a Web site for Kurasch & Klein, Ltd., a Chicago-based law firm, attaining #1 placement for keyword phrase: Chicago Accident Lawyer
- ♦ www.TheYoungFirm.com: Built a Web site for The Young Firm, a Louisiana-based legal practice, gaining top ten positioning for keyword phrases: New Orleans Personal Injury Lawyer (and many other competitive terms)
- ♦ www.HolstenGalleries.com: Crafted a Web site for an internationally recognized gallery representing contemporary glass artists, acquiring #1 ranking for keyword phrase: Glass Sculpture (and various other competitive terms)
- ♦ www.LoansOnHomes.com: Formulated a Web site for a mortgage company, acquiring top ten placement for keyword phrases: Albuquerque Home Loans *and* Albuquerque Home Mortgage

AttorneyLocate.com (*a subsidiary of AllLaw.com Inc. Network*) – Albuquerque, NM – 2002 to Present **SEO (Search Engine Optimization) Specialist**

Perform search engine optimization for an attorney search directory and the client's Web sites. Developed and currently maintain more than 2000 attorney Web sites. Serve as sole point of contact with attorneys seeking to optimize their Web site to achieve top search engine rankings with a goal of increasing their targeted traffic online. Perform keyword research to identify successful phrases.

Key Achievements:

- ♦ Envisioned the development of the SEO Unit, approached owners of AttorneyLocate.com with the concept, and helped them implement it into the business, effectively increasing revenues.
- ♦ Created an Intranet to back the SEO Unit, enabling the team to view what phrases have been sold, see who the SEO clients are, and review articles / statistics related to search engine optimization.

rt66 Internet, LLC (*formerly NMFiber, LLC*) – Albuquerque, New Mexico – 1997 to 2002

Head e-Commerce & Web Site Developer (2001 to 2002); **President** (1997 to 2001)

Co-founded and served as President of the former NMFiber, LLC, an Internet Service Provider, now known as rt66 Internet, LLC. As President, managed the development and implementation of company marketing strategies, including television, print, and magazine advertising. Key areas of performance included front- and back-end e-commerce development, graphic design, Web and e-commerce design / consulting, hardware acquisition / purchasing, customer billing, and customer support, technical support.

Transitioned to Head e-Commerce and Web Developer, with responsibility for complete e-commerce development, hosting for more than 700 domains, product photography, Internet marketing, search engine optimization, maintaining / transferring DNS, statistical analysis of Web site traffic, and administration of Miva on Unix and NT.

Key Achievements or Projects:

- ♦ Featured in APC Magazine and being recognized for being the first home in the US to have fiber optics technology.

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ADDITIONAL EXPERIENCE

Eclectic Academy – Online – 2001 to 2003

University Staff Member

Participated as an online instructor for Beginning CGI class. Developed classroom curriculum and individual lesson plans. Maintained classroom bulletin board to ensure dissemination of message and important information to students.

EDUCATION/TRAINING

NEW MEXICO INSTITUTE OF MINING AND TECHNOLOGY – Socorro, NM

MS in Mathematics, 1995

NEW MEXICO INSTITUTE OF MINING AND TECHNOLOGY – Socorro, NM

BS in Mathematics (emphasis: Statistics; minor: Computer Science), 1993

ZIFF-DAVIS UNIVERSITY

Director I • Fireworks I, II • Flash I, II • Freehand I, II • PhotoShop I, II, III

TECHNICAL PROFICIENCY

Operating Systems:	DEC-20, Cobalt raq4, Macintosh, PC-DOS, Windows, Hewlett-Packard, Silicon Graphics, Sun Microsystems, Unix, Linux, Vax
Software:	Adobe Acrobat, Adobe Director, Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe Freehand, Hemera, ICQ, Illustrator, MIVA, NetObjects Fusion, MS Office, MS Works, OptiGold, PeachTree, Adobe PhotoShop, PrintMaster, QuickBooks, ULead Cool 3D, UltraDev,, WinZip, WS_FTP, Xenu
Programming:	C, CGI, HTML, FORTRAN, Pascal
Hardware:	5 Dells, Wacom Tablet 9 x 12, MicroTek X6EL, Scanner, Canon SE IS Digital Camera, Epson 850 Printer, Seiko Smart Printer 100 SII, Xerox DocuPrint P1202, Xerox Printer / Fax 480cx
Tools:	KeywordDiscovery.com, Wordtracker.com
Stat Packages:	Awstats, Google Analytics, Omniture, WebTrends Log File Analysis