

Randy P. Duermyer
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SPECIALTIES

- Website planning, production, promotion, monitoring and maintenance. WordPress platform setup, customization, configuration, content migration, administration, troubleshooting, comment moderation, optimization and ongoing management.
- Multi-channel, integrated online marketing strategy and management, including: organic search engine optimization (SEO) strategy and execution; paid search campaign management; social media marketing; email marketing; content development and promotion.

CURRENT

Self-Employed: *Web Marketing Services, Strategy Development and Execution, Analytics and Writing, Nashua, New Hampshire*

Dates: October 2003 - Present

Sole proprietorship offering web marketing and content services including integrated online marketing strategy and execution, paid and organic search engine marketing, social media marketing, email marketing, content development and management; both on a direct client basis and on a strategic partnership basis with web, search marketing and copywriting firms across the U.S. Current primary, long-term engagements include:

- Digital Specialist, [Website Publicity](#), Peterborough, NH. Complete digital strategy and execution including search, social, content marketing, analytics, site maintenance and development.
- Digital Marketing Manager & Sr. Writer, [Market it Write](#), New York, NY. Multi-channel integrated marketing strategy and execution; three-time Constant Contact All-Stars award winner for exemplary email marketing.
- Web Marketing Strategist, Webmaster, Developer and Social Media Manager for global recruiting firm, [Writing Assistance, Inc.](#), Plymouth, MN.
- Web Marketing Strategist, Webmaster, Google Grants Administrator, PPC and Social Media Manager for national non-profit organization, [National Kidney Center](#), Ashburton, VA.
- Google Grants Pro (PPC) Manager and SEO Consultant for non-profit, [Live Free or Die Alliance](#), Hampton, NH.

PRIOR CONTRACT AND STAFF EMPLOYMENT

Guide: *About Home Business, About.com, New York, NY*

Dates: March 2006 - November, 2010

Plan, manage and produce website and blog content for homebusiness subdomain (<http://homebusiness.about.com>) of About.com, New York, NY.

- Produced and edited copy for evergreen feature articles.
- Wrote and managed blog posts and moderated comments through WordPress.
- Promoted site through link building, directory submissions, guest blogging and social media, including Facebook fan page and Twitter account management.
- Forum moderation.

PRIOR CONTRACT AND STAFF EMPLOYMENT (Continued)

1999 – 2002 *Senior and Lead Technical Writer and Web Content Manager, Lexign Inc., Nashua, NH*

- As Web Content Manager, acted as corporate Webmaster; authored and illustrated marketing collateral; wrote press releases; wrote, managed and edited web content for software company.
- As Senior and Lead Technical Writer, designed, developed and edited online HTML help systems for business process automation (workflow), document management, XML forms, digital signature and operational risk management software; supervised contract and staff technical writers; managed documentation projects; developed documentation standards, templates and style guides.

1998-1999 *New Media Consultant, Whittman-Hart Consulting, Plymouth, MN*

- Planned, developed and delivered online and printed documentation and Web design solutions for Fortune 500 pharmaceutical, agricultural and manufacturing clients, including ecommerce and Website forms design and online help.
- Developed and updated training materials for print publication.

1998 *Technical Writer (Contract), National Semiconductor, Arlington, TX*

- Planned and developed documentation standards and style guide, templates and online help from scratch for developers, system administrators and business analysts.
- Authored and illustrated business process documents for senior management.
- Documented software and system processes for disaster recovery, including a UNIX system administrator's manual and database administration procedures.

EDUCATION, CERTIFICATIONS, AFFILIATIONS AND AWARDS

DEGREE: BA. Rutgers University (NJ), Business & Economics

ADDITIONAL EDUCATIONAL ACTIVITIES

- Social Media Success Summit 2010
- Search Engine Optimization; Search Engine Marketing; Website Promotion; eCommerce, Web Site Administration and Marketing; Web Content Writing and Editing; Advanced Web Writing Workshop
- HTML, Advanced HTML; Intro to Programming; Intro to JavaScript; Visual Basic; Intro to Active Server Pages (ASP); Adobe Photoshop

CERTIFICATIONS

- **CIW** – Certified Internet Webmaster (ProSoft)
- **CPCU** - Chartered Property & Casualty Underwriter (AICPCU)
- **In Progress:** Google AdWords Certification; Google Analytics Certification

AFFILIATIONS & AWARDS

- **Member:** Search Engine Marketing New England (SEMNE)
- **Member:** Google Engage for Agencies Program
- **Award:** Online Communications Award of Distinction, Society for Technical Communications (Boston and Northern New England Chapters), 2004

SOFTWARE AND APPLICATIONS COMPETENCIES

- Google Analytics, Google AdWords, Google Docs, Google Webmaster Tools
- WordTracker, Google Insights for Search, WebCEO
- Microsoft Word, Excel, Visio, PowerPoint, Publisher, Internet Explorer; Google Chrome; Mozilla Firefox; Adobe Acrobat, Photoshop; Nitro Pro PDF
- HootSuite, Tweet Deck, WordPress, MySQL, WS FTP, PHP, HTML, ASP