

Cara Christine Ferguson

Objective: Search Engine Marketing position in Austin, Texas

Professional Summary

Highly successful and experienced search engine marketing professional with three years of experience in search engine optimization, pay-per-click and social media marketing. Offers a wide range of hands-on search engine marketing knowledge and technical skills help achieve maximum results.

Professional Experience:

Pay-Per-Click Director

4 Star Electronics, San Clemente, CA 06/07-Present

Effectively manage in-house pay-per-click accounts of over 500K products in Google Adwords, Yahoo Search Marketing and MSN AdCenter.

SEO Copywriter and editor for website content

Design and implement SEO strategies for website to successfully exceed marketing goals.

Search Engine Marketing Specialist

Advanced Access, Anaheim Hills, CA 10/06-06/07

Successfully managed search engine marketing campaigns for over 100 clients in the real estate industry including SEO and PPC management.

Managed and executed SEO for clients by optimizing content, implementing link building campaigns and creating optimized landing pages.

Managed client relationships and provided consultation to help them achieve high search engine rankings as well as provide expert assessments, SEO copy, and design advice.

Search Engine Marketing Expert

Binary Pulse Technology, Costa Mesa, CA 5/06- 10/06

Responsible for multiple clients pay-per-click accounts, keyword research reports, SEO copywriting, link building and writing SEO quarterly reports specific to each client, and account management.

Assisted with business development, client PowerPoint presentations, and writing press releases.

Web Marketing Assistant

Direct Ventures, San Diego, CA 3/05 -05/06

Responsible for creating and managing PPC accounts for two online catalogs.

Designed, developed and maintained company blog which was instrumental in driving significant traffic to company website.

Designed social networking and link building campaign to drive visitors to website and blog.

SEO copywriter for website content.

Newsroom Coordinator & Production Assistant

KPBS, San Diego, CA 3/2004 - 12/06

Managed radio news budget, coordinated meetings and arranged travel for reporters.

Researched information for articles and posted articles to website

Edited sound bytes and scripts to be played on-air.

Promotions Assistant

Clear Channel - 91X, San Diego, CA 8/2003 - 3/2004

Promoted 91X, an alternative-rock radio station, by going to sponsored events and getting listeners excited about the radio station. Other duties included setting up in-house promotions through their website, calling contest winners, and editing website.

Staff Writer & Copy Editor

Highland Community News, Highland, CA 05//01-08/02

Published Articles: 180 (30 front-page articles)

Published Pictures: 300 (33 front-page pictures)

Education:

San Diego State University, San Diego, CA 8/02 - 5/06

Cara Christine Ferguson

- Bachelor's Degree in Liberal Arts: Communication
- Minor: Sociology
- Overall GPA: 3.4; Major GPA: 3.7

Skills & Knowledge

Search engine marketing, search engine optimization, pay-per-click programs, social media marketing, blogging, PowerPoint, Photoshop CS2, intermediate HTML, Microsoft Office, basic photography, copy writing and editing, Internet research, link building, viral marketing.