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Adam F Jewell

Objective

To work with a talented team in the field of information architecture, web marketing, or web site promotion, where I can fully utilize my engineering, design, marketing, business, customer service, and creative talents to make a difference, not just a living.

Work experience

Feb 2000 - Present Future Now Inc. New York, NY

Marketing Coordinator

- Performed keyword analysis and optimized web sites for targeted keywords
- Scripted titles and descriptions for directory listings, and performed submissions
- Generated ranking reports when necessary, and modified pages targeting specific keywords as necessary

1999 - 2000 BreakDesign.com Pittsburgh, PA

Freelance Web Designer

- Designed, developed and coded entire BreakDesign web site utilizing Microsoft FrontPage, HomeSite, Adobe Photoshop, Macromedia Flash, and Fireworks
- Setup affiliate relationships with on-line merchants
- Designed and developed web site for Pittsburgh chapter of Triangle, including graphical interface and extensive, interactive Macromedia Flash movie
- Utilized Web Position Gold to optimize MarketingResume.com for maximum exposure and top search engine rankings for selected keywords
- Created ResumeMarketing.com to gain additional resume exposure, and provide a broad overview of Industrial Engineering, Web marketing, and Information Design/Architecture

1999 - Present Open Directory Project

Search Engine Directory Editor

- Reviewed sites submitted to the Open Directory Project for Internet Marketing, Skiing, Public Relations, and Industrial Engineering categories.
- Listed appropriate submissions, made suggestions to improve listings, and transferred submitted sites to more appropriate categories when necessary
- Edited submitted titles and descriptions to reduce redundancy and conform to directory standards

1994-Present Holiday Inn Select Pittsburgh, PA

Bartender, Waiter, Cocktail Server, Bar-back

- Worked with hotel staff to ensure complete guest satisfaction, and safety
- Responsible for opening/closing bar and accounting for all monies received throughout shift

- Took inventory and replenished stock as needed

1996-1998 Halo Technologies Limited Pittsburgh, PA

Information Architect

- Worked with team members to design, develop, and promote client web sites
- Utilized Visio to lay out web site architecture for presentation to clients
- Used Adobe Photoshop for graphic design and user interface creation
- Hand coded HTML and JavaScript elements of client sites
- Generated keyword lists, and performed search engine submissions using "Submit It"
- Cellular phone sales representative

1990-1995 Seven Springs Mountain Resort Champion, PA

Ski/Snowboard Instructor

- Promoted and enhanced, guest safety, satisfaction, and learning.
- Lead private lessons, as well as groups of up to twenty-five people through various levels of skiing
- Participated in on-going clinics to improve personal skiing, enhance teaching effectiveness, and gain insight into students challenges, fears, and learning styles
- Conducted 5 hour "Junior Ski" programs for children ages 5- 12

Education

1992 - 1997 University of Pittsburgh Pittsburgh, PA

BS Industrial Engineering

- Coursework included MIS, Information Systems, ADC (Bar-coding), Simulation, Marketing, Human Factors, TQM, Facilities Layout and Materials Handling, Engineering Economic Analysis, Cost and Financial Accounting, Business Law

Professional Memberships

American Marketing Association (**AMA**), Professional Ski Instructors of America (**PSIA**), Triangle Fraternity, World Future Society (**WFS**)

Computer Competencies

Adobe Photoshop, Illustrator, & Acrobat, Macromedia Flash, Fireworks, & Dreamweaver, Microsoft FrontPage98, Web Position Gold, HTML, Visio, MS Access, MS Office, Netscape Navigator, IE 4.0, Eudora, MS Windows, AutoCAD, Arena, various Internet tools and utilities, Micros and Remanko POS systems

Interests and activities

ARMY ROTC (4 year scholarship recipient), Eagle Scout, Skiing, Snowboarding, Mountain Biking, Internet and Web Design, Development, and Marketing, Theory of Constraints (TOC/TP), APICS TOC SIG, Reading FORTUNE, Harvard Business Review, AMA Publications, MIT Tech Review, related books and periodicals, working on WebMarketingSuperstar.com