

236 N. Bellefield Ave  
Pittsburgh, PA 15213  
Phone: (412) 427 6774  
Email: [ajewell@mindspring.com](mailto:ajewell@mindspring.com)  
URL: [www.marketingresume.com](http://www.marketingresume.com)

# Adam F Jewell

## Objective

To continue working in web marketing, search engine positioning, and information architecture with a focus on increasing targeted web site traffic, enhancing and simplifying the user experience, and most importantly increasing online sales.

## Career Experience

February 2000 - October 2000 [Future Now Inc](#) New York, NY  
Marketing Coordinator

- Performed keyword research, optimization, and submission of company web properties to all major search engines.
- Identified appropriate categories in various web directories for submission of company web properties, scripted listings, and performed submissions and followed up when necessary.
- Created additional optimized content for clients targeting specific highly relevant keywords in specific search engines.
- Monitored rankings and traffic, generated reports when necessary, and continually worked to improve results.

1999 - Present [Open Directory Project](#) Cyberspace  
[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 enhance clarity, reduce redundancy and conform to directory standards
- Worked with numerous editors to enhance directory ontology and classify web sites appropriately.

1997 - 1999 [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
- Designed and developed web site for Institute of Industrial Engineers - Pittsburgh chapter
- Utilized Web Position Gold to optimize MarketingResume.com for maximum exposure and top search engine rankings for selected keywords

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.

1994-2000 [Bristol Hotels and Resorts](#) 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

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.

**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, Web Position Gold, HTML, Visio, MS Access, MS Office, Netscape Navigator, IE 4.0, Eudora, MS Windows, AutoCAD 13, 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. [Amazon.com top 1000 reviewer](#)