

## Jeremy Bloom

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### EMPLOYMENT

#### **2000-present, Consultant, Techvertising, Portland, ME**

Providing website hosting, maintenance and development for the direct marketing, retail, agricultural, non-profit, publishing & theatre industries.

- Installation of shopping carts, open-source software on web servers. (Apache, UNIX, HTML/CSS, Dreamweaver, Fireworks/Photoshop, MySQL, WordPress, ShopSite, Nexternal, PayPal, Authorize.net)
- Development and education on producing retail websites. (Product Photography, Image Optimization, ShoppingCart Education & Support, Maintenance)
- Production of video documentary podcasts – [themainefarmreport.com](http://themainefarmreport.com) (WordPress, HTML/CSS, creative direction, podcast setup & maintenance)
- Search Engine Optimization (SEO) consulting and implementation using meta-tags, keyword research, copywriting,
- Installation and setup of open-source software solutions saving clients thousands per year on licensing fees. (WordPress and various plugins), ZenCart, osCommerce,

#### *2006-present, Celebrate Invitations, Brooklyn, NY*

- Development of specification for shopping cart suiting specific needs unmet by traditional shopping cart systems.
- Management of 3<sup>rd</sup> party programmer to develop the system creating HTML mockups for both client and programmer to manage expectation.
- Testing and Quality Assurance for credit card transactions.
- Ongoing technical support.

#### *2006-present, Roberta Mittman, NYC, NY*

- Website Redesign to update a look created in 1998.
- Implementation of WordPress to allow for blogging activity and optimal search engine optimization(SEO).
- Google Ad keyword research and creation, copywriting, reporting and management getting the most of her budget.
- General maintenance of text and HTML updates to the website.
- Affiliate coaching and management for all products sold on website.

- Email marketing planning and integration on the website, as well as strategic development of an email marketing program.

*2007-present, Portland Food Co-op, Portland, ME*

- Setup and implementation of WordPress for non-technical members to update the site.
- WordPress theme template customization.
- Strategic development of e-commerce strategies.
- Creative direction of homepage and social networking opportunities.
- Customer support and general maintenance.

*2007-2008, Legacy Parenting, Westbrook, ME*

- Setup and development of WordPress software and theme based on 3<sup>rd</sup> party design that was integrated throughout all of EmpoweringParents.com.
- Creating and development of internal blogging policies and procedures as well as educating staff writers on using WordPress.
- Development of Affiliate Marketing process and technology increasing sales and reducing costs for running the program.

*2006-2007, MedTech Publishing, New Gloucester, ME*

- Design, HTML & CSS for HTML emails promoting tradeshow and promotions.
- Design & HTML of web forms to collect data as part of email marketing programs.
- Development of process for client to retrieve a flat file database from form submission via FTP.

*2006, Jai Yoga, Brunswick, ME*

- Setup and development of WordPress software and customization of existing theme using HTML/CSS.
- Education for office staff to update and expand website.
- Ongoing WordPress support and customer service.

*2006, AT Maine, Augusta, ME*

- Education of WordPress blogging software as an accessible solution for the blind to manage this website.
- Development of iTunes podcast logo and submission to iTunes podcast directory.

**1998-2000, Director of Marketing, Chelsea Networks, NYC, NY**

Chelsea Networks was a small business hosting service providing website hosting, email and internet connectivity.

- Customer service and technical support to over 150 clients.

- Sales and management of web development and e-commerce projects.
- Increased client base from 50-150.

**1997-1998, Interactive Director, MVBMS Advertising, NYC, NY**

MVBMS created this new position as a link between the in-house web production department and account executives for global brands like International Paper, Volvo and Coppertone.

- Worked with Account Executives, Designers, Media Buyers and Marketers to create fully integrated marketing strategies and advertising campaigns.
- HTML mockup of potential designs and projects.

**1997-1998, Web Producer, iVillage Inc., NYC, NY**

'Vices & Virtues' was an entertainment channel for the web and AOL.

- HTML and graphic production of the 'Vices & Virtues' Internet-based community and sister site of the AOL version.
- Collaboration with programmers and designers to bring everything together.

**SKILLS**

HTML/CSS (hand coded), Dreamweaver, Photoshop/Fireworks, product photography for the web, shopping cart transaction setup and maintenance, Blogging installation and publishing, RSS distribution, Open-source software installation & customization, HTML email development, search engine submission & Google webmastering(SEO), keyword development and Google Adwords management, WordPress development as full websites & as blog only, podcasting, audio production, Google Analytics & split testing software.

Familiar with Apache, UNIX, Flash, PHP, MySQL, video production

**EDUCATION**

1988-1992 Bachelor of Arts in Communications, University of Hartford  
 1994-1995 Studio Production Certification, Platt College