



## MARK POTTER

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### SEO, SEM, WEB CONSULTANT

Solutions-oriented specialist with a broad skill-set and notable experience in planning, analysis, and implementation of web technologies in direct support of business objectives. Strengths in written and verbal communications, for both internal and consumer oriented mediums.

### EXPERIENCE

#### MARKETING: BENTLEY MINNEAPOLIS, MASERATI OF MINNEAPOLIS & MORRIE'S MAZDA — 2002-PRESENT

- Primary functions: SEO, SEM, web content production, web design, web analytics, photography, traditional media advertising, print design, e-mail marketing, R&D
- Secondary: Events coordination, sales, sales support, general IT support, and videography
- [www.maseratiofminneapolis.com](http://www.maseratiofminneapolis.com) - Oversaw development of database and back-end tools (inventory management, feed creation, eBay integration) optimized for SEO, content production, routine maintenance
- [maseratiofminneapolis.blogspot.com](http://maseratiofminneapolis.blogspot.com) - [maseratiofminneapolis.com/blog/](http://maseratiofminneapolis.com/blog/) Selected platform, migrated from blogspot hosted server to publishing within Maserati of Minneapolis website, produced all content (version 2.0 under development)
- [www.youtube.com/profile?user=maseratiofmpls](http://www.youtube.com/profile?user=maseratiofmpls) - Created video channel and content
- [mazdagear.com](http://mazdagear.com) - Oversaw all aspects of site from concept to current day, except inventory and order fulfillment. Launched August, 06 - 2006 sales \$12,000; 2007 \$125,000; 2008 YTD \$151,000+ (as of 8/13/08)
- mazdagear.com metrics - Average daily visitors Jan '08: 200 - July '08: 400+. YTD Bounce rate <15%, >11 pages per visit, 3:50 average time on site
- bentleyminneapolis.com (under development - to be built on maseratiofminneapolis.com V2.0 framework with shared SQL inventory database) - Domain currently forwarded to Bentley Motors corporate dealer website

#### CONSULTANT \ INDEPENDENT CONTRACTOR — 2001-PRESENT

- doyouknowwhoiam.com (concept, design)
- Peacock Groove bikes (studio product photography)
- KJurek Couture (studio and runway fashion photography, web, marketing)
- Amanda Christine Designs (studio and runway fashion photography)
- 360House.com (on-location virtual tour photography)
- 3 additional projects under confidentiality agreements (concept, business, web, marketing)

#### VICE PRESIDENT, LEVEL13 GAMING — 2000-2001

- Partnered through formal incorporation and business launch. (Hosted web gaming servers, with on-location events - LAN parties \ competitions)
- Oversaw all IT aspects - hardware, software, web, and on-location

### SKILLS

- Platforms: Windows 95,98,2K,XP; Mac OS X (10.4.x,10.5.x), Linux (Suse, RedHat, Ubuntu), Embedded (Palm, unix variants)
- Hardware: Intel \ AMD based desktops and servers, Apple based desktops, iPhone, Palm, networking
- Servers: Apache, MySQL, PHP4, PHP5, Bind, DHCP
- Languages: (X)HTML, PHP, CSS, XML (RSS, Sitemap, Google Base, ADF, custom schemas), limited javascript, asp
- Software: Adobe Design Suite (Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere) Microsoft Office Suite (Excel, Word, Outlook) (and open source compatibles - Open Office, Google Office, Linux variants)
- SEO\SEM specific: (all white-hat \ best practices) Blogs, Forums, Google's tools (Adwords, Analytics, Apps, Base, Site-maps & Webmaster tools, membership in many Beta programs), Widgetbox, eBay, YouTube (use and video production), Blogger, Wikis, Podcasts, DIGG, Del.icio.us
- PPC: AdWords (budgets exceeding \$50k/year), Overture, targeted banner purchases
- E-Mail Marketing: html multimedia e-mail, non-tracked, personal response