

# Robert Davis

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## Objective

To obtain a position that will utilize my unique skill set and experience while continuing to challenge and develop my knowledge.

## Work Experience

### Interactive Manager

4/2011 AFL Telecommunications, LLC, Duncan, SC

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### Information Technologies Manager

5/2001 -4/2011 Donald A.. Gardner Architects, Inc., Greenville, SC

- Planning, recommending, developing and supporting all of the firm's computer software, hardware, networking and security needs.
- Designed and developed web sites for over 10 companies including over 200 micro-sites. Increased sales and transitioned sales from costly print and phone to internet, saving the company money.
- Won the inaugural 2004 Dell/NFIB Excellence in Customer Service for company intranet and web site. Awarded for using technology to develop a competitive advantage in delivering customer value and experience.
- Search Engine Optimization, obtaining first page rankings in highly competitive verticals. Targeting over 200 individual keywords.
- Designed and implemented a blog to establish additional lines of communication with customers and assist in SEO.
- Pay per Click campaign, established and managed thousands of targeted keywords on Google AdWords, Yahoo!, and Microsoft AdCenter. Consistently maintained a less than 24% percentage cost of sale.
- Established and managed weekly and monthly email marketing campaign responsible for increase web traffic.
- Initiated Social Networking campaign, creating communication venues on all major sites to raise awareness and to assist with SEO.
- Created extranet to securely share information between vendors.
- Created intranet site including company calendar, project request systems, time clock and online IT help desk.

### Owner / Web Designer / Developer

1/1998 - Present web|aggression, Greenville, SC

- A sole proprietorship, I am responsible for all web design, creating clean, simple and functional web sites.
- Web development, focusing on clean fast loading and easily navigable sites.
- Search Engine Optimization, achieving top ranking for keywords targeted by clients
- Consulting with clients to maximize their online and offline marketing efforts
- Working directly with clients listening to their needs and customizing solutions based on time, functionality and cost that reach their target market,
- Managed sub contracted programmers, writers, graphic artists and domain and hosting related services insuring projects are done timely, correct and to the expectations of the clients.
- Managing and administering dozens of web site for current client list.
- Designed a custom Content Management System to allow clients to update and maintain their own web sites.

## Information Systems Supervisor

1/2001 - 5/2001 Donald A. Gardner Architects, Greenville, SC

- Included all my past responsibilities I began supervising a web site administrator and programmer.

## System Administrator

7/2000 - 12/2000 Donald A. Gardner Architects, Greenville, SC

- After completing many MCSE courses, I added Network and Server Administration to my list of responsibilities.

## Information Systems Specialist

1/1998 - 6/2000 Donald A. Gardner Architects, Greenville, SC

- My responsibilities included all the tasks of the Data Management position and added Help Desk and Technical Support duties. Supervised the development of the company web site, adding ecommerce.

## Data Management

8/1997 - 1/1998 Donald A. Gardner Architects, Greenville, SC

- My responsibilities included managing all company data, running customized reports, maintaining customer database. I also handled an in house mailing list of over 130,000, streamlining the processes and improving the de-duplication.

## Marketing Specialist

3/1997 - 8/1997 Donald Gardner Architects / HomeSource Network, Greenville, SC

- My responsibilities included marketing programs to builders, realtors, developers and lenders nation wide via phone, print advertising and internet. I also marketed our services to consumers involved in the home building process.

## Education

7/1996 University of Nebraska At Omaha, Omaha, NE

- BS degree in Marketing Management

## Skills

Adobe Creative Suite / 4 years

Adobe Photoshop / 12 years

MS Exchange Server / 9 years

MS Office Professional Suite / 17 years

Pay Per Click (PPC) Marketing / 4 years

Search Engine Optimization / 5 years

Website Designer / Developer / 15 years

Networking, Routers, Firewalls / 12 years

## Organizations

Greenville Spartanburg Anderson Technology Council

McAfee Product Advisor Council

Upstate Entrepreneurs Forum

Social Media Club Greenville

Linking The Upstate