

Randy P. Duermyer
Independent Online Marketing Consultant and Writer
Nashua, NH 03063-6404
Website: <http://randyduermyer.com>
LinkedIn: <http://www.linkedin.com/in/randyduermyer>
Twitter: [@Randy_Duermyer](https://twitter.com/Randy_Duermyer)

SPECIALTIES AND STRENGTHS

- Multi-channel online marketing, including social media marketing and search engine optimization (SEO) strategy and execution.
- SEO and web content copywriting and coding.
- WordPress blog setup, customization, configuration, administration, troubleshooting, optimization, ongoing management, content development and promotion.
- Entrepreneurial and service mindsets; Highly developed multi-tasking, organizational and project management abilities; Ability to work effectively alone, as part of a team or in a leadership role; Ability to adapt to change; Strong business acumen combined with technical and writing skills.

CURRENT

Self-Employed: *Online Marketing Services, Writing and Blogging, Nashua, New Hampshire*

Dates: 2003 - Present

Sole proprietorship offering online marketing services including integrated online marketing strategies, social media marketing, search engine marketing and content strategy, management and implementation, both on a direct client basis and on a strategic partnership basis with web, search marketing and copywriting firms across the U.S.

- Act as Digital Marketing Manager for a strategic partner copywriting agency in New York City.
- Develop, implement and manage online marketing strategies, integrating social media networks, blogging and email marketing.
- Install, setup, configure, administer, troubleshoot, manage and write content for WordPress blogs, including MySQL database administration, theme installation and customization, SEO and administration of plug-ins.
- Develop, implement and manage organic SEO initiatives to improve search engine rankings, including site audits, keyword research, SEO copywriting, HTML and CSS coding, XML sitemap preparation, search engine submissions, local search listings, ongoing traffic (Google Analytics) and ranking (WebCEO) analytics.
- Develop, implement and manage paid search engine marketing campaigns (Google AdWords), including keyword research, ad copywriting, landing page development, conversion tracking and analytics.
- Provide web content strategy and development, including content analysis, keyword research, copywriting and site architecture strategy.

Guide: About Home Business, About.com, New York, NY

Dates: 2006 - Present

Plan, manage and produce website and blog content for homebusiness subdomain (<http://homebusiness.about.com>) of About.com, a New York Times company.

- Produce and edit copy for evergreen feature articles.
- Write and manage blog posts through WordPress.
- Promote site through link building, directory submissions, guest blogging and social media, including Facebook fan page ([Facebook.com/About.HomeBusiness](https://www.facebook.com/About.HomeBusiness)) setup and management.

PRIOR EMPLOYMENT**1999 – 2002 Senior and Lead Technical Writer and Web Content Manager, Lexign Inc., Nashua, NH**

- As Web Content Manager, acted as corporate Webmaster; authored and illustrated marketing collateral; wrote press releases; wrote, managed and edited web content for software company.
- As Senior and Lead Technical Writer, designed, developed and edited online HTML help systems for business process automation (workflow), document management, XML forms, digital signature and operational risk management software; supervised contract and staff technical writers; managed documentation projects; developed documentation standards, templates and style guides.

1998-1999 New Media Consultant, Whittman-Hart Consulting, Plymouth, MN

- Planned, developed and delivered online and printed documentation and Web design solutions for Fortune 500 pharmaceutical, agricultural and manufacturing clients, including eCommerce and Website forms design and online help.
- Developed and updated training materials for print publication.

1998 Technical Writer (Contract). National Semiconductor, Arlington, TX

- Planned and developed documentation standards and style guide, templates and online help from scratch for developers, system administrators and business analysts.
- Authored and illustrated business process documents for senior management.
- Documented software and system processes for disaster recovery, including a UNIX system administrator's manual and database administration procedures.

EDUCATION, CERTIFICATIONS, AND PROFESSIONAL AFFILIATIONS

DEGREE: BA. Rutgers University (NJ), Business & Economics

ADDITIONAL EDUCATIONAL ACTIVITIES

- [Social Media Success Summit 2010](#)
- Search Engine Optimization; Search Engine Marketing; Website Promotion; eCommerce, Web Site Administration and Marketing; Web Content Writing and Editing; Advanced Web Writing Workshop
- HTML, Advanced HTML; Intro to Programming; Intro to JavaScript; Visual Basic; Intro to Active Server Pages (ASP); Adobe Photoshop

CERTIFICATIONS

- **CeM** – Certified eMarketer (in progress) – eMarketing Association
- **CIW** – Certified Internet Webmaster (ProSoft)
- **CPCU** – Chartered Property & Casualty Underwriter (AICPCU)

SOFTWARE AND APPLICATIONS COMPETENCIES

- HootSuite, Tweet Deck, WordPress
- Google Analytics, Google AdWords, Google Docs, Google Webmaster Tools
- WordTracker, Google Insights for Search, WebCEO
- Microsoft Word, Excel, Visio, PowerPoint, Publisher, Access, FrontPage, Outlook, Internet Explorer
- Adobe Acrobat, Photoshop, PageMaker; Macromedia Dreamweaver, HomeSite, RoboHelp; Jasc PaintShopPro; TechSmith Snag-It; Mozilla Firefox; Opera; EditPad Pro (text editor)