

Randy P. Duermyer
Copywriter and Online Marketing Consultant
Web: <http://randyduermyer.com>

SPECIALTIES AND STRENGTHS

- Web content strategy, copywriting, optimization and promotion; Blog and email newsletter production; White paper and marketing collateral development; Search engine and social media marketing strategy and execution.
- Personal strengths include: A fast learner with strong business acumen and an entrepreneurial mindset; Strong technical and marketing writing skills; Ability to adapt to change and be proactive in making suggestions for improvement.

EMPLOYMENT

November 2002 - Present *Independent Copywriter and Online Marketing Consultant*

Operate sole proprietorship offering direct digital copywriting and online marketing consulting to small and medium-sized businesses and to web design, web development, marketing and copywriting agencies as a subcontractor. Accomplishments include:

- Developed strategy for and executed a search engine optimization and copywriting campaign for a public university that resulted in an increase of search engine traffic by 250% in 60 days.
- Developed strategy for and executed a search engine optimization and copywriting campaign for a fashion retailer, which resulted in increased online sales revenues of 94% in the first year and 148% in the second year. Site traffic rose 480% in the same time frame.
- Developed strategy for and executed a search engine optimization and copywriting campaign for a placement firm that resulted in a 41% increase in Google organic (non-paid) search traffic in one year.
- Won the *Award of Distinction in Online Communication* from the Boston and Northern New England chapters of the Society for Technical Communication (STC).

August 2009 - Present *Digital Marketing Manager & Sr. Writer (Part-Time Contract), Market it Write, New York, NY*

- Create, execute and refine the agency's integrated online marketing strategy, which includes social media, website, blog, email newsletter and organic search engine marketing (SEO) initiatives.
- Complete numerous website copywriting projects for clients of the agency as well as for designated areas of the agency's own website.
- Manage, write copy for and promote the agency's blog as well as its social media communities.
- Train and provide direction for the agency's virtual assistants on a variety of online marketing tasks.
- Write and manage monthly email newsletters for the agency and its clients using Constant Contact.
- Helped the agency win a 2010 *Constant Contact All Star* award as one of Constant Contact's top performers and most prolific users of Constant Contact tools.

April 2006 – November 2010 *Guide, About.com (A NY Times Company), New York, NY*

- Performed keyword research, copywriting, copy editing, blogging, webmastering and online marketing duties necessary to produce the Home Business site on About.com (<http://homebusiness.about.com>).
- Grew site traffic from 0 to 350,000+ average monthly page views during my tenure.

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

- Served as corporate webmaster; researched, authored and illustrated original and re-purposed web content; created new marketing collateral and updated existing materials; collaborated with the CEO in writing press releases; provided ongoing website traffic analysis using WebTrends; conducted email marketing campaigns; organized and led the company's website steering committee; managed three team members.
- Designed, developed and edited online HTML help systems for business process automation (workflow), document management, XML forms, digital signature and operational risk management software; planned and managed documentation projects; supervised a team of five technical writers; 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 for Fortune 500 pharmaceutical, agricultural and manufacturing clients, including eCommerce and website forms design, manuals and online help systems.
- Developed and updated training materials for print and for classroom delivery.
- Won the branch's *Take it to Hart* award twice for exemplary customer service and production.

1998 Technical Writer, 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.
- Won an award for *Most Organized Office*.

EDUCATION

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

SUBSEQUENT EDUCATIONAL ACTIVITY

- Completed certification program for Certified Internet Webmaster (CIW) designation.
- Completed multiple courses, seminars and webinars in search engine optimization (SEO); pay-per-click advertising (PPC); website promotion; ecommerce; website administration and marketing; web content writing and editing; advanced web writing.
- Attended Social Media Success Summit 2010; Facebook Success Summit 2010

RECOMMENDATIONS

"Randy is a professional our team can depend on for highly targeted SEO copy writing when we need an extra hand. He does the research and delivers a quality product on time every time...not only is he friendly and helpful, he works hard and fast to understand and fulfill client needs. When it comes to SEO, he 'gets it'." May 13, 2010, Susan O'Neil, President, [@Website Publicity](#)

"Randy Duermyer is a pleasure to work with...Randy doesn't merely execute tasks; he looks at the larger goals and actively recommends ways to achieve them." April 29, 2010, Mistina Picciano, President, [Market it Write](#)

"I've thrown several subjects at him and he bends like a rubber band. He's also a great brainstorm guy that can help you finalize a point. Randy is a guy you put in the Rolodex for life!" - Ghostwriting client (confidential)