

John Cobb

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Objective

As a web designer, I seek to use my experience and skills to design attractive, yet usable websites. I especially enjoy working on projects that may require a variety of skills, such as coding, graphic design, search engine optimization, and social media marketing.

Experience

Web Design & Services, Memphis Pool

January 2005 to Present, Memphis, TN

- Responsible for design and maintenance of main corporate website, internal website and 2 ecommerce websites.
- Managed a staff of 8 employees.
- Overhauled Memphis Pool's main corporate website, focusing on improved usability, visual design, SEO and organization in code/file structures for improved web maintenance efficiency.
- Achieved first page organic search engine rankings for all states and large cities specifically targeted for the Mid-South region. A few sample search phrases include: "Memphis pool builders", "Little Rock pool builders", "Tennessee pool builders", and "Mississippi pool builders."
- Eliminated a paid search engine campaign by improving organic SEO.
- Lead advisor in strategic Internet marketing for all 8 main company departments, and collaborated with marketing team on a regular basis.
- Reduced marketing costs by proposing a diversification of the budget towards more internet-based strategies rather than print-based.

Freelancer, Web Developer & Graphic Designer

2003 to Present, Memphis, TN

- Design, develop and maintain websites for small businesses.
- Consultant for businesses on SEO and internet marketing strategies.
- Designed and created interactive 360° virtual reality tours.
- Designed graphics for poster ads, billboards, t-shirts, CD covers and invitations.

Warehouse Manager, LifeWay Christian Stores

2000 to 2004, Longview, TX & Memphis, TN

- Managed all shipping/receiving and inventory control operations in an efficient manner.
- Utilized strong communication skills in sales and customer service, as well as with employees.

Portfolio

cobbcreations.com

Programming

HTML5

CSS

JavaScript

PHP

Applications

(Adobe Creative Suite)

Dreamweaver

Photoshop

Illustrator

Flash

Fireworks

Acrobat Pro

Tumult Hype

MS Office

Expertise

Standards-Based Web Design

Code and File Organization

Search Engine Optimization

Graphic Design

Social Media Marketing

Photography

Communication

Personal

Professional

Leader

Self-Reliant

Team Player

Creative

Eager to Learn