

JOHN ALMODOVAR

CONTENT CREATOR/MULTIMEDIA SPECIALIST experienced in the e-commerce industry, SEO field, and photography profession. Special areas of expertise include: research and analysis, photography and digital image editing, video capture and editing, computer proficiency using state-of-the art software, and search engine optimization techniques. A team player with the ability to quickly master new technologies and work calmly in a high-stress, deadline driven environment.

PROFESSIONAL ACHIEVEMENTS

Healthy Feet Store, LLC

- Designed and executed an SEO strategy to help HealthyFeetStore.com achieve first page rankings in Google, Yahoo, and Bing search engines, by introducing correct html code in their product pages, optimizing their on-page SEO, adding unique title tags, and ensuring that duplicate content was not used.
- Built a small in-house photography studio and used my photography skills to take photographs of footwear and foot care products to improve the look of product pages, enhance the HealthyFeetStore.com brand, and to save thousands in dollars that would typically be spent hiring photographers outside the business.
- Took the lead in video production, which included producing, directing, writing scripts, editing, and operating the camera, to save the company thousands of dollars in video costs. I produced videos about HealthyFeetStore.com's business culture, products, and foot health tips.

SKILLS

Microsoft Windows, Excel and Word; Google Chrome, Mozilla Firefox, and Internet Explorer; Adobe Creative Cloud (Photoshop, Premiere Pro, Lightroom, Audition), Canon EOS Utility, XOCBOX Retail Management Systems, 4PsiteLink, WIX Website Builder, WordPress

WORK EXPERIENCE

Home Controls, San Diego, California

2016 to Present

Copywriter/Graphic Designer

- Created graphics for all online properties (website, social media, newsletters, blogs, product pages, and marketing promotions with vendor partners).
- Worked with vendors to acquire product photos, catalogs, pricing, and product information to ensure items were added correctly.
- Edited all product images (high resolution) to ensure each product was isolated over a white background with proper shading. Retouched product images as needed so that each photo was of the highest quality possible.
- Designed and built a small in-house photography studio to photograph as many products as possible to improve the look of product pages and to help the company save money in photography costs.
- Photographed products, using a Canon EOS Rebel XS DSLR camera, in various angles and edited the photos using Photoshop. Added photographs to product pages and landing pages to help boost sales.
- Wrote unique, SEO-friendly content for product pages, brand pages, various landing pages, promotions, and blogs, making sure that a variety of keywords were used and embedded within the content so visitors were well informed and the pages would rank well in search engines.
- Used NetSuite Business Management System to update product information, product images, website graphics, and product page reviews.

Freelance Consulting

2015 to 2016

Famaliving, San Diego, California

- Created graphics for various social media sites including Facebook and Instagram for Famaliving California and Famaliving San Diego. Added daily posts using customer photos, promotions, and graphics.
- Updated the Famaliving California Houzz website by adding products to it, writing unique SEO-friendly content for each project, and ensuring that each photo was properly sized and edited.
- Wrote articles for online publications to help promote products.
 - Example: <http://adorable-home.com/furniture/arianne-love-sectional-sofa-56099>
- Worked on www.nyfurnitureoutlets.com by providing on-page SEO for various pages. Wrote unique SEO-friendly content for product pages, meta descriptions, title tags, and header tags. Deleted old pages and helped start a complete overhaul of the website.

Mikkeller Brewing, San Diego, California

- Photographed the brewery and tap room for their website: www.mikkellersd.com.

KidZerts, San Diego, California

- Photographed a variety of their products to be used for upcoming promotions, social media and their website.

Healthy Feet Store LLC, San Diego, California

2009 to 2015

Content Creator/Multimedia Specialist

- Added footwear and foot care products to the website by building each product page using the Yahoo! Small Business editor and XOCBOX (retail management system).
- Used 4PsiteLink eCommerce Order Management System to update product inventory and skus.
- Worked with vendors to acquire catalogs, pricing, and product information to ensure items were added correctly.
- Designed and built a small in-house photography studio to photograph as many products as possible to improve the look of product pages and to help the company save money in photography costs.
- Photographed products, using a Canon EOS Rebel XS DSLR camera, in various angles and edited the photos using Photoshop. Added photographs to product pages and landing pages to help boost sales. Photographed products for promotions and social media sites to help improve the overall look of the HealthyFeetStore.com brand.
- Updated Alt and Title attributes for images on various product pages, landing pages, and blogs.
- Produced, directed, edited videos and placed them on HealthyFeetStore.com's YouTube channel.
- Created HealthyFeetStore.com's YouTube channel and optimized titles, tags, and video summaries using proper keywords so videos would rank well on YouTube's search engine.
- Used Photoshop to create graphics that were placed on product pages and throughout the website. Updated graphics for promotions and created graphics for blogs on HealthyFeetBlog.com.
- Wrote unique, SEO-friendly content for product pages, brand pages, various landing pages, promotions, and blogs, making sure that a variety of keywords were used and embedded within the content so visitors were well informed and the pages would rank well in search engines. Wrote scripts for a variety of videos.
- Performed keyword research to optimize content, title tags, and meta descriptions. Used Google Analytics to assist in SEO projects.
- Created 301 redirects using the Yahoo! Small Business Tool so that deleted pages were redirected to live similar pages instead of producing 404 error pages.

Super Warehouse, San Diego, California

2007 to 2009

Lead Content Specialist

- QA (quality assurance) various landing pages on the website to make sure that pricing and availability were updated. Escalated problems to the IT department so that layout issues and broken links were fixed.
- Used Adobe Dreamweaver to update various landing pages by replacing items and updating pricing information.
- Updated Alt attributes for images on various landing pages.
- Added new items to the site via CMS (Content Management Tool). Wrote unique summaries and descriptions for each product page and on various landing pages to ensure there was no duplicate content on the site. Wrote unique Title tags so that the product pages would rank well in the search engines.
- Used Adobe Photoshop to edit photos for product pages and icon images used on the home page.
- Supervised the content department so that 200 new items were added to the website each week.
- Updated pricing for all items and applied MAP (Minimum Advertised Price).

- Added various Mail-In Rebates and Instant Rebates to products.
- Assisted the Merchandising department in selecting items for special promotions so Super Warehouse stayed competitive in sales.

BIZX LLC, San Diego, California

2004 to 2007

QA/Content/SEO Specialist

- Worked as QA (quality assurance) for newly produced websites by ensuring that each new site functioned correctly. Escalated problems to designers such as broken links, images, and layout issues.
- Wrote meta keywords, descriptions, and page titles for pages of newly produced websites.
- Used Adobe Dreamweaver and Bizx's internal Adserver tool to assist Web designers with various projects (i.e. create new pages, add paid advertisements, and updated old pages).
- Was in charge of editing written content and ads from the content department before it was sent to the designers.
- Assisted the SEO Manager with special projects (i.e. changing meta keywords, descriptions and page titles to Bizx's web pages, fixing broken links, and deleting old pages).
- Assisted the SEO department by adding and deleting links from business directories using Bizx's internal Link Management tool and Adobe Dreamweaver.
- Wrote content for over 100 travel related websites, which consisted of various ads for hotels, vacation packages, vacation rentals, restaurants, entertainment, tours and attractions pages.
- Wrote articles and reviews of various New York City hotels from moderately priced, to luxurious, to bed & breakfasts.

ABE Staffing for YAHOO! INC., San Jose, California

2003 to 2004

Webcast Production

2003 to 2004

- Project managed CMP live webcast events for industry-leading clients such as IBM, HP, and Microsoft.
- Worked with client managers to produce elements of events to ensure that CMP clients received a high quality webcast.
- Elements produced include: scripts; client's power point presentation slides; Yahoo!'s internal webcast tool; Yahoo! Studio's crew and studio itself.
- Worked closely with CMP clients on the day of an event and managed the live production.
- Work as Director, Audio Engineer, and Camera Operator.

YAHOO! INC., Sunnyvale, California

2001 to 2002

FinanceVision Production Crew

2001 to 2002

(Was the largest live web broadcast with segments covering the financial industry and headline news)

- Audio Engineer, Assistant Director, Floor Director.
- Worked the audio board for all day webcast of stock market coverage and selected music for each show.
- Worked with the production team to ensure that viewers received a high quality and informative show.

FinanceVision Production Assistant

2001

- Gathered relevant content for live interviews and news packages and prepared live interactive windows.
- Archived all interviews and news packages for the FinanceVision archives.
- Teleprompted live shows and worked closely with producers to gather information and set up shows so that viewers received a high quality broadcast.

EDUCATION

BA, Radio-Television and Film, Minor: Photography, San Jose State University, California, 1999