

John Almodovar

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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.

WORK EXPERIENCE

Home Controls, San Diego, California

2016 to 2026

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 Sony A7 III 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 ChatGPT to create product page descriptions for secondary websites and merchant websites (Discount Home Automation, Amazon Seller Central, and Google Shopping).
- Used NetSuite Business Management System to update product information, product images, website graphics, and product page reviews.
- Shot About Us company video and added it to YouTube. Wrote script, produced it, and used Adobe Premier Pro to edit the video. <https://youtu.be/IAGY-XIhtj0?si=t7Cf7AgMHQIzGk6g>.

Freelance Consulting

2015 to 2016

Famalivng, 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>

Mikkeller Brewing, San Diego, California

- Photographed the brewery and tap room. Featured in San Diego Magazine, The Beer Issue, May 2017.

KidZerts, San Diego, California

- Photographed their products for upcoming promotions, social media and their website: www.kidzerts.com.

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.

Early Employment

2001 to 2009

From 2001 to 2004, I worked with Yahoo! Inc. in production and webcast roles, serving as an Audio Engineer, Assistant Director, Floor Director, and Production Assistant for large-scale live financial broadcasts, including FinanceVision, and later project managing live webcast events for major clients such as IBM, Hewlett-Packard, and Microsoft. From 2004 to 2007 at BIZX LLC in San Diego, I specialized in QA, content development, and SEO, ensuring website functionality, optimizing meta data, managing links, and writing travel-related content for over 100 websites. Between 2007 and 2009, I served as Lead Content Specialist at Super Warehouse, where I supervised the content team and oversaw the addition of 200 new products weekly. My responsibilities included quality assurance of landing pages, updating pricing and MAP policies, managing rebates and promotions, editing product images in Adobe Photoshop, and publishing content through CMS and Adobe Dreamweaver. Throughout my career, I have combined technical production expertise with strong content management, SEO strategy, and quality assurance skills to support high-performing digital platforms and live web events.

SKILLS

Google Docs, Google Sheets, Microsoft Windows, Excel and Word; Adobe Creative Cloud (Photoshop, Premiere Pro, Lightroom, Audition), Sony's Imaging Edge, Netsuite, Netsuite, WIX Website Builder, WordPress

EDUCATION

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