

PETER LOSH

SEO, E-Commerce Management & Web Design

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ACCOMPLISHMENTS

- Increased organic search traffic on an established corporate site by more than 500% over a two-year period (FarStone Technology)
- Conducted keyword research to position web pages for achievable results with targeted keyword phrases (FarStone Technology, Von Gonten Communications)
- Wrote keyword-optimized articles, press releases, how-to guides, and content for search-only pages to drive new traffic (FarStone Technology, Von Gonten Communications)
- Analyzed traffic trends with tools like Google Analytics, WebTrends, and Web Position Gold to make recommendations for new content, content revisions, site architecture changes, etc. (FarStone Technology, Von Gonten Communications, NetQoS)
- Increased the Google-recognized inbound link count by 500% over a 9-month period (FarStone Technology)
- Optimized a small business web site for search engines, leading to a 2,000% increase in organic traffic over an 18-month period (Von Gonten Communications)
- Led a corporate site redesign, creating the site directory structure, writing all page meta tags, and rewriting existing content for clarity and SEO (FarStone Technology)
- Led corporate teams in all phases of web site development: wireframing, content management, template design, and HTML coding (FarStone Technology, Broadwing, NetQoS)
- Realized record one-year e-commerce revenue with no advertising dollars and no new product launches (FarStone Technology)
- Wrote and designed product e-mail campaigns that grew all promotional revenue by 160%, and revenue from specific campaigns by over 600% (FarStone Technology)
- Managed a 36% gain in e-commerce sales over the same 6-month period in the previous year (FarStone Technology)
- Designed a new shopping cart that doubled the customer conversion rate (FarStone Technology)

SPECIAL SKILLS

- Expert knowledge of search engine optimization (SEO) to drive organic traffic to web sites Strong writing, editing, and communication skills. Ability to state complex points simply, accurately, and concisely
 - Thorough knowledge of HTML and CSS. Ten years of experience designing and building corporate, government, non-profit, and small business web sites
 - Proficiency in a wide range of graphic design software, including FrontPage, DreamWeaver, Homesite, Photoshop, Illustrator, InDesign, and PowerPoint
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EXPERIENCE

FarStone Technology — Irvine, CA (2005–Present)

Internet and E-Commerce Manager

Apply ongoing search engine optimization (SEO) to web pages to boost organic traffic. Write search optimized press releases and articles and submit them to free online directories. Create e-mail promotions and HTML newsletters. Manage all aspects of corporate e-commerce. Build HTML pages for the corporate web site. Negotiate and develop online partner promotions. Write copy for online use, print, and technical instruction. Review software GUIs for language, presentation, and usability. Manage the corporate web site.

Von Gonten Communications — Bryan, TX (2003–2005)

Web and Graphic Designer, Marketing Consultant, Copy Writer

Built small business sites and optimized them for search traffic. Drove organic to client sites through optimized content, directory submissions, and free online promotions. Wrote and edited copy for web sites, brochures, information sheets, articles, and special promotions. Developed and implemented client marketing campaigns.

Loop One — Austin, TX (2004)

Interface Designer (contract assignment)

Hand coded CSS-based HTML templates for an e-commerce shipping application. Templates were in compliance with W3C XHTML guidelines.

NetQoS — Austin, TX (2000–2003)

Web Site Designer, Graphic Artist

Built and maintained the NetQoS web site. Wrote page meta tags and optimized site content. Created online demonstrations (Flash, HTML, and PowerPoint), marketing collateral, business graphics, network diagrams, and animated banner ads. Edited user manuals.

Broadwing Communications — Austin, TX (2000)

Web Site Designer, Graphic Designer (contract assignment)

Led a team development project to construct an Intranet site for six corporate departments. Designed, wrote copy for, and built promotional web sites. Created Flash presentations and marketing collateral.

Dell Computers — Austin, TX (2000)

Web Developer, Graphic Designer (contract assignment)

Hand coded HTML and XML pages. Developed graphic content for the Dell Online Small Business Division.

Centers for Disease Control — Atlanta, GA (1997–1999)

Web Site Designer, Graphic Artist

Built and maintained the Office of Genetics and Disease Prevention web site. Created graphics, logos, brochures, program covers, illustrations, animated GIFs, and web-ready images. Wrote and edited copy.

EDUCATION

B.A. in French, University of Redlands, Redlands, CA. Minor in German, concentration in Art and Spanish. Over 80 units of studies at the Art Institute of Atlanta (Computer Animation, 3.97 GPA).
