

# Duane Washington Jr.

**Digital Strategist | WordPress Developer | SEO Specialist | SEO Copywriter**

St. Louis, MO 63109

[Duaneforhire@gmail.com](mailto:Duaneforhire@gmail.com)

314-696-8425

Marketing professional with over ten years of progressive experience in digital marketing, WordPress development, SEO copywriting, and SEO strategy. Accomplished in creative development, website operations, digital platform management and collaborating effectively with stakeholders, vendors, and clients.

Willing to relocate to: Denver, CO - Portland, OR - San Diego, CA

Authorized to work in the US for any employer

## Work Experience

---

### **SEO Specialist/SEO Copywriter**

Freelance SEO Specialist & SEO Copywriter - St. Louis, MO

September 2010 to Present

- Created high-quality SEO content for highest priority pages.
- Created and administered the SEO reporting system.
- Converted clients' business goals into successful search engine optimization strategies.
- Collaborated with the clients and third-party tracking systems to assure various tracking elements.
- Recognized critical keywords utilizing keyword research tools.
- Collaborated with other departments to apply SEO-impacting site changes.
- Trained SEO interns to assure delivery of quality SEO content and projects.
- Knowledge of video search, blogging, twittering, web usability, site design and geo-targeting.
- Utilized the Core Metrics web analytics to enhance natural traffic and overall site conversion.
- SEO copywriting, content writing and copy editing skills.
- Advanced Knowledge of MS Word, Excel and WordPress (CMS).

### **WordPress Consultant/Developer**

Freelance Web Development - St. Louis, MO

August 2003 to Present

- Collaborates with business owners to articulate the best technological business solution.
- Able to comfortably write coding using HTML, CSS, SASS, JavaScript, Angular, React and PHP.
- Implements complex features using modern PHP code and patterns while following standards.
  - Writes high quality code with readability, efficiency, and maintainability in mind.
  - Develops WordPress widgets, Plug-ins, Custom post types, and page templates.
  - Develops broadly compatible products, features, and bug fixes with consideration for accessibility, performance, and multilingual installations.
  - Develops, secures and maintains complex WordPress-based applications.
  - Ability to diagnose and resolve bugs and support requests.
  - Works well individually or in groups to deliver on time and scope.
  - Provides technical support to clients as a webmaster, SEO, and copywriter.
  - Provides advanced WordPress training on and off-site.

## **Digital Marketing Consultant/Strategist**

Duane For Hire - St. Louis, MO

July 2003 to Present

- Digital strategist focused on growing client's business through digital marketing and data-driven decision making
- Develops and optimizes online marketing initiatives to drive customer acquisition.
- Improves the usability, design, content and conversion of any existing or new company website.
- Creates and optimizes targeted and custom landing pages or micro-sites.
- Implements, analyses, and optimizes organic and paid search engine marketing activities.
- Implements and executes email campaigns to nurture leads and new customers
- Analyses and provides weekly & monthly digital marketing metrics and lead status reports.
- Develops and manages content-based Social Networks and microblog sites.
- Reviews new technology in order to keep new and existing clients at the forefront of digital marketing.
- Integrates website analytics, chat and CRM platforms to provide full visibility into consumer behavior.

## **SEO Specialist/Front End Developer**

Integraphx - Chicago, IL

December 2013 to March 2015

- WordPress Consulting to guarantee the best ROI.
- Converted various CMS platforms to WordPress websites.
- Customized client provided themes for design alteration.
- Created and altered specialized plugins for WordPress.
- Coding of custom WordPress theme and template files using HTML, CSS, PHP, and Bootstrap 3 framework.
- Wrote SEO web copy for clients websites
- Conceptualized effective SEO strategies for maximum ROI.
- Effectively ran and executed SEO strategies using SEO Power Suite and SEMrush.
- Tracked campaign results using Google Analytics and Stat Counter.

## **Front End Developer/Art Director**

Mr Kustom - Chicago, IL

January 2011 to July 2013

- Created mockups for design, promotion and news funnels.
- Wrote all SEO copy for the company, newsletters, and emails.
- Built robust WordPress E-commerce sites using Woo Commerce and PayPal.
- Webmaster with the ability to maintain, secure, optimize and mobile websites.
- Search engine optimized all content on front and back end of the server.
- Frequently updated over 400 products on the website.
- Solved multiple hacks, DNS, and back-end code issues involved with the website updates.
- Conceptualized all art direction for vehicle photo shoots.
- Lead designer on all digital photography, photo illustration, and promotions.
- Wrote press releases and emails for all new products.
- Handled all company social media platforms engagement and copy.

## **Art Director/Graphic Designer**

G.O.O.D Music - Chicago, IL

July 2007 to August 2010

- Proficient multitasker who juggled multiple projects while inspiring & motivating creative teammates and clients.
- Remotely managed a team of 8 in 4 different cities.
- Managed independently all technical aspects of the company remotely.
- Partnered with copywriters to ensure the copy direction and visual presentation work together to make the concept powerful and compelling
- In charge of all creative production including logos, and other visuals
- Improved inter-departmental productivity by establishing new internal procedural guidelines
- Administered project collaboration; solely responsible for digital workflow, backups, and project management.
- Designed, developed, and deployed company WordPress sites.
- Designed media-neutral creative assets used across channels: stores, packaging, and digital.
- Conceptualized brand campaigns, strategies, and worked regularly with other creatives to meet deadlines.

## Education

---

### **Bachelors in Web/Multimedia Management and Webmaster**

IADT

September 2004 to September 2007

## Skills

---

Digital Marketing, Business Development, Search Engine Optimization, SEO Copywriting, Marketing Automation, Website Design and Development, Web Analytics and Reporting, Wordpress, Customer Relationship Management, Social Media Marketing, UX design, User Interface Design, Content Strategy, Google Webmaster Tools, Google Analytics, Content Marketing, Graphic Design, Internet Marketing

## Links

---

<https://www.linkedin.com/in/duanewashingtonjr>