

Freddy J. St. James, Jr.

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Objective

To work as a SEO Reputation Management Consultant for a large internet marketing company

Professional Experience

2002 – Present: SEO Reputation Management Consultant, Huntington Cyberspace Marketing, London

- Coordinate with web administrators and client's IT department to secure websites and optimize HTML codes in client's website.
- Harness and activate internet tools to listen and monitor identified websites appearing high in search engine results on every instance of mention about client's products and services and filter out damaging content
- Flood high profile internet article sites with positive high quality article son client products to push down offending sites
- Coordinate with online reviewers, blogs and forums to carry positive articles about the client and optimize their sites to have high page rankings to push down offending sites.
- Instruct client's websites on the tools for monitoring 3rd party online content for future protection against assailing client's reputation.

Skills

- Excellent ability to conceptualize ideas in promoting a product or service
- Excellent interpersonal and social skills in dealing with managements, clients and advertising agencies
- Excellent verbal and writing communication skills in English.

Achievements

Cited by marketing management for successful online reputation management of 50 clients in 2009 and 2010 based on client acclamation

Education

1998 – 2002: BA Advertising, Kingston University, Surrey

Reference

Can be provided upon request