

## SEAN G. THOMAS

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### PROFILE

Web professional experienced in site production, Web usability and search engine optimization.

### TECHNICAL SKILLS

- HTML 4.0, JavaScript, CSS, DHTML, JSP, ASP, CVS, some CGI and PHP
- Dreamweaver, GoLive, Microsoft Front Page
- Design tools: Photoshop, Illustrator, Flash, Fireworks, Freehand, Visio
- SEO tools: Web Position Gold, WebTrends, Wordtracker
- Experienced in development on UNIX, Microsoft and Macintosh platforms

### RELEVANT EXPERIENCE

#### **Web Production:**

- Developed and launched site for **Marbridge Group**, 2003
- Assisted in relaunch of **Ogden Museum of Southern Art** site, 2003
- Redesigned and developed site for journalist **Robert Schroeder**, 2003
- Produced site redesign for **California Association for Microenterprise Opportunity**, 2002-03
- Developed sites for **Modesto Rehabilitation Hospital** and **Northern California Rehabilitation Hospital**, 2002-03
- Implemented redesigns for **Craig Hall** and **Woodside Partners** sites, 2002
- Redesigned site for **MacKay Associates**, Inc., 2002
- Produced site redesign for **San Francisco Gay Men's Chorus**, 2002
- Revised Web site, created broadcast email and CD-ROM marketing materials for **Jeeves Solutions**, 2001-02
- Developed site navigation, JavaScript and style sheets for **Enfos, Inc.**, 2001-02
- Produced in-house Web design style guide for **Palm, Inc.**, 2001
- Developed HTML pages and JavaScript for **DinnerBroker**, 2001
- Implemented redesign for **The McKenna Group**, 2001
- Launched sites for **Read, Write & Type**, **MacKay Associates**, Inc. and **California Optometric Laser Associates**, 2000
- Implemented redesigns for **Jennifer Long Design** and **Economic & Planning Systems**, 2000
- Created demo sites for **Utopia** and **eCaravan**, 2000
- Created Java server pages for **wine.com** launch, including checkout and account information paths, 1999
- Worked with graphic artists and engineering staff to implement **Virtual Vineyards** redesign, 1998

#### **Web Usability:**

- Redesigned administrative interface for **NOCpulse** command center, 2001
- Redesigned checkout process for **wine.com**, 2000
- Redesigned top two tiers of **Concentric Networks** Web site, 2000
- Created IA and functional specifications for **Bank of America** transitional homepage, 1999
- Developed search interface for **National Restaurant Association** dining guide prototype, 1996

#### **Search Engine Optimization:**

- Generated monthly site traffic reports in Web Trends, and reviewed log files to determine traffic source to client sites, 2002-03
- Generated monthly ranking reports in Web Position Gold tracking client keyword rankings across industry verticals, 2002-03
- Performed competitive analyses comparing client keyword rankings against other sites within industry, 2002-03
- Generated Visio and Excel documents detailing link density within client site(s), 2002-03
- Performed keyword research for current and prospective clients using Wordtracker, 2002-03
- Optimized client site copy and HTML to feature popular industry keywords, 2002-03
- Managed paid inclusion programs of client URLs across multiple search engines, 2002-03

# SEAN G. THOMAS

## EMPLOYMENT HISTORY

**INDEPENDENT CONTRACTOR,**  
**Web Site Developer/Information Architect**

*<http://www.woodland.org/sean/portfolio>  
June 1999 – present*

**ETTINGER COMMUNICATIONS,** New Orleans, LA  
**Search Engine Marketing Specialist**

*<http://www.ettinger.net>  
November 2002 – October 2003*

**VIRTUAL VINEYARDS,** Palo Alto, CA  
**Web Site Developer**

*<http://www.virtualvin.com>  
October 1997 – June 1999*

**NATIONAL RESTAURANT ASSOCIATION,** Washington, DC  
**Online Projects Manager**

*<http://www.restaurant.org>  
April 1996 – June 1997*

**FUTURES INDUSTRY ASSOCIATION,** Washington, DC  
**Assistant Editor**

*<http://www.fiafii.org>  
July 1994 - March 1996*

## EDUCATION

**MARYMOUNT UNIVERSITY,** Arlington, VA  
**B.A., Liberal Studies (Communications and English)**

*<http://www.marymount.edu/>  
December 1991*