ROY SIVAN

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OBJECTIVE

Ever since my first marketing experience as an intern, I knew internet marketing and website design was my calling. I continued learning both, making sure to use the latest techniques in both design and e-marketing. I kept on growing via job experiences, and self-taught techniques utilizing the internet for ideas and tutorials. I am an excellent multitasker, often juggling up to 5 projects at 1 time.

SKILLS

Time Management
Goal Setting
Bilingual:
Hebrew (verbal)
Microsoft Office Skills
Adobe Creative Suite Skills

SEO Experience
Google AdWords Experience
Google AdSense Experience
Google Analytics Experience
Expert Knowledge of: HTML/CSS,
Growing Knowledge of:
Javacript, PHP, MySQL

EXPERIENCE

Content / Marketing Manager

ChooseDirect.com *San Francisco , CA* *March. 2009- Present*

- Design and Create HTML creative's for marketing
- Content Manager of all website content, speicals, and other marketing materials
- In charge of content for outsourced back-links (SEO)

Graphic & Web Designer

Accelerated Marketing Partners *San Ramon , CA* *Oct. 2008- Jan. 2009*

- Designed and coded HTML/CSS for www.auctionnorcal.com
- Designed and coded HTML/CSS for new projects including www.soldtou.com
- Designed E-blasts, Marketing Materials, and other print media
- Utilized Google Analytics and Excel to track visitors

Associate Marketing Designer

LegalMatch *San Francisco , CA* *Jan. 2008- Sep 2008*

- Worked with web & seo producer on seo development
- Created new websites to help drive traffic into the client intake system
- Created Spanish article directory & website, to generate more Spanish speaking traffic

Director of E-Marketing

Beverly Hills Diamonds Los Angeles, CA June. 2007- Sep. 2007

- Created new html / css templates for eBay Auctions
- Created a 6-month marketing plan to better seo, page ranking and gain more recognition, to yield higher online traffic & sales.

Marketing Intern

LeisureLink Pasadena, CA May 2006- Sept. 2006

- Sought and collaborated with clients for affiliate programming.
- Conceptualized and designed marketing related creatives using Adobe Photoshop, Adobe Illustrator, and other computer design programs.
- Designed and coded the new corporate website.in css and html
- Learned good fundamentals and created my backbone for online marketing,

EDUCATION

California State Polytechnic, Pomona Pomona, CA Sep. 2004- Dec. 2007

Bachelor of Science in Business Administration
Marketing Management

Minor: Digital Media Arts