

Jennifer Sable Lopez

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OVERVIEW

I'm looking for a position where I can grow exponentially as an SEO while retaining, leveraging and building on my technical and writing skills. The combination of my background in Journalism and 10 (plus) years of web development have helped me to realize my passion for Search Engine Optimization.

SEARCH ENGINE OPTIMIZATION SKILLS

- ◆ Keyword research and development.
- ◆ Analyze site performance using Omniture and Google Analytics
- ◆ Mentor and train developers regarding technical aspects of SEO
 - Why a navigable site architecture is needed and the best methods for updating architecture in an existing site
 - How URL re-write rules and redirects work and the importance of the 301 redirect
 - How to create massively scalable dynamic SEO solutions for UGC and community sites
- Develop on-page and overall SEO site checklists
- ◆ Attended the following conferences in 2008: SMX Advanced, SMX East, PubCon

BUSINESS SKILLS

- ◆ Experienced with managing multiple projects and clients simultaneously
- ◆ Ability to communicate clearly, orally and in writing, on a technical and professional level
- ◆ Quickly adapt to new technologies and easily join projects already in progress
- ◆ Extensive training experience in both business and educational settings
- ◆ Bi-lingual, fluent in Spanish

RELATED WORK EXPERIENCE

SEO and DEVELOPMENT TEAM LEAD

onTargetjobs, September 2006 to present, Englewood, CO

Sites include: HealthCareers.com, MedHunters.com, Biospace.com, RegionalHelpWanted.com

- ◆ Work with product management and development teams to develop on-page SEO plans for all projects. Write content and set up URL re-writes and redirects.
- ◆ Lead technical SEO initiatives, train developers, create/assist with project proposals.
- ◆ Manage technical projects throughout the development lifecycle and create standards documentation used by developers.
- ◆ Lead team of front-end developers, focusing on XHTML templates, CSS and JavaScript.
- ◆ Estimate project hours and timelines and consult with business units on scope and feasibility of a technical project's impact and maintenance of current sites.

TECHNICAL SEO

codeJen, May 2007 to present, Denver, CO

Sites include: Rank-Mobile.com, CurbAppealPhoto.com

- ◆ Consult clients on SEO and develop technical aspects such as URL rewrites and redirects, dynamic meta tag creation, SEO friendly site design.
- ◆ Keyword research and link building.
- ◆ Assist and train clients on tasks such as web hosting, data migration and site customization for Google Analytics, AdSense and Webmaster tools.
- ◆ Social Media/Networking consulting.
- ◆ Set up and manage multiple WordPress blogs and websites.
- ◆ Blog at the following sites: TypeAMom.net, MomsByte.com, CodeJen.com
- ◆ Active microblogger in Twitter under @Jennita
- ◆ Social Networking sites: LinkedIn, Facebook, Delicious, Digg

Related Work Experience continued on the following page.

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RELATED WORK EXPERIENCE CONTINUED

TECHNICAL DIRECTOR

SpireMedia, Inc., June 2002 to August 2006, Denver, CO

Sites include: HealthCareers.com, TABarron.com, Kelty.com

- ◆ Managed and mentored a team of 8 developers and 2 designers.
- ◆ Participated in the design and architecture of client web applications.
- ◆ Strategy liaison to business development, information architecture, project management and clients.
- ◆ Technical lead on multiple web application projects ranging from one week to six months in duration, with multiple development lifecycles happening simultaneously.
- ◆ Lead end-user application training and create training documentation.
- ◆ Liaison between development team, other internal teams and clients.

WEB DEVELOPER (promoted)

- ◆ Developed web applications according to defined functional specifications using ColdFusion, ASP, PHP, HTML, JavaScript, VBScript, XML, CSS, various databases.
- ◆ Maintained multiple client web applications per set standards and guidelines.

WEB CONTENT DEVELOPER

Gambro BCT, November 2001 to June 2002, Lakewood, CO

Site: GambroBCT.com

- ◆ Managed and coordinated web projects and worked with various groups, including Marketing, Information Technology, Human Resources and Legal on these projects.
- ◆ Trained and educated internal departments on web related materials.
- ◆ Created and edited content for web applications for internet and intranet sites.
- ◆ Supported, administered and managed large web-based applications including intranet and external web site using HTML, ASP, JavaScript, VBScript, XML and Access.

PREVIOUS POSITIONS

Web Application Developer *Finali Corporation*, June 2000 to August 2001, Westminster, CO

Web Publisher *Volt Technical Contract for StorageTek*, August 1999 to May 2000, Louisville, CO

Webmaster and Latin American Sales Asst *Baker Instrument Company*, September 1996 to August 1999, Fort Collins, CO

TECHNICAL SKILLS – Web Development, Software, Languages and Web Analytics

I have experience with the following technologies: ISAPI_Rewrite, mod_rewrite, PHP, ColdFusion MX 7, ASP, CSS, XHTML, XML, JavaScript, AJAX, VBScript, Macromedia Dreamweaver, WordPress, Joomla, Subversion, Microsoft Visual SourceSafe, Visual InterDev, DotNetNuke, Adobe Photoshop, ImageReady, Google Analytics, Omniture, WebTrends, SQL Server 2005, MySQL, Microsoft Access

EDUCATION

Bachelor of Arts in Technical Journalism, Emphasis Public Relations - May 1996 (Minor in Spanish)
Colorado State University, Fort Collins, Colorado, USA

Spanish grammar and conversation, and Mexican literature and culture - Spring 1994
Universidad Autónoma de Guadalajara, México