

# Aaron M. Katz

15 Andover Road • Beverly, MA 01915

mobile: 978.335.4075 • email: [aaronmkatz@gmail.com](mailto:aaronmkatz@gmail.com) • web: [aaronkatzstrategies.com](http://aaronkatzstrategies.com)

---

## Search Engine Optimization & Search Marketing Specialist

Experienced Search Marketing professional with high level of expertise in developing & executing successful search marketing and web content strategies. Over twelve years of integrated experience in web production, design, search engine optimization, search engine marketing and web content management within B2B and B2C environments.

- Keen understanding of cutting edge technology issues and Internet trends including usability and navigation, information architecture, scenario building, social media, online marketing, project management, video production and Internet legal issues.
  - Strong client-facing skills; significant ability to conduct accurate assessments and translate client needs into highly functional and effective search marketing strategies.
  - Proven ability to establish, manage and maintain budgets.
  - Extensive collaborative project management experience working with cross functional groups & vendors.
- 

## PROFESSIONAL EXPERIENCE

ZIFF DAVIS ENTERPRISE, Topsfield, MA

2007—2009

*Online media company targeting IT professionals that provides Business to Business (B2B) demand generation products and marketing services.*

### Search Marketing Specialist & Web Content Project Manager

Managed all search marketing initiatives including online content optimization and paid search strategies for the Ziff Davis Enterprise Web Buyer's Guide ([webbuyersguide.com](http://webbuyersguide.com)).

- Performed comprehensive site analytics reporting
- Analyzed and edited online content for maximum effectiveness (meta data and on-page content)
- Researched and pursued opportunities for strategic growth such as targeted linking partnerships, content syndication and social media implementation.
- Managed Google paid advertising accounts and ad groups
- Designed the user interface for a proprietary, web-based lead generation scoring application

CHARLES RIVER INTERACTIVE, Lexington, MA

2006—2007

*Consulting agency providing Internet search marketing services and strategies.*

### Search Marketing Specialist

Conduct technical evaluations of Web sites and create comprehensive search engine optimization recommendations for a variety of client sites ranging from B2B, B2C, high tech, biotech, non-profit and travel & tourism.

- Identified ways for implementing effective search engine strategies while specializing in a comprehensive approach to design, content management systems, site architecture and on-page copy editing
- Analyzed Web sites for technical impediments to search engine optimization and rankings

- Worked directly with clients and Web development agency partners to create, implement and perform quality assurance for ongoing SEO strategies
- Analyzed and interpreted SEO campaign performance data and reports using industry standard reporting programs and tools
- Managed and maintained communications with a range of client businesses through regular phone and in-person meetings & presentations

NEW ENGLAND LEAGUE OF MIDDLE SCHOOLS, Topsfield, MA 2004—2006  
*Non-profit organization providing professional development to middle level educators across New England.*

**Web Producer/Publications & Communications Manager**

Managed design, production and implementation of Web-based and print communications targeted at 50,000+ members. Oversaw and managed all internal desktop and network systems.

- Designed, maintained and copyedited Web site and Email newsletters
- Co-developed, edited and produced all print and collateral materials (Mid Lines quarterly publication, NELMS Journal, Annual Conference Program, Resource Catalog)
- Managed all communications with advertisers
- Maintained and supported internal desktop systems (Windows XP, Windows 2000 Professional, Mac OS X), Windows Server 2003 Standard edition, Microsoft Exchange and related network issues
- Managed annual printing and technology budgets

AARON KATZ STRATEGIES, Beverly, MA 2001—Present  
 Search marketing strategies, web design/production & technology solutions for small/medium-sized businesses, non-profit organizations and creative professionals.

**Consultant (Self-Employed)**

Conduct technical evaluations of existing Web sites and create and implement comprehensive search engine optimization and web usability recommendations for a variety of small to mid-sized client web sites.

**TECHNICAL SKILLS**

**Operating Systems:** Windows 7, Windows XP, Windows 2000, Microsoft Server 2003/Exchange platforms, Mac OS X.

**Applications:** HTML, DHTML, CSS, XML, JavaScript, WebTrends, Omniture, Google Analytics, Google AdWords, Advanced Link Manager, Advanced Web Rankings, Web Position Gold, PHP & MySQL (rudimentary), Lyris, Adobe Creative Suite (Photoshop, Imageready, Acrobat, Illustrator, Dreamweaver), Quark Xpress, FileMaker Pro, Microsoft Office, Oversight (site wireframe program), Omnigraffle (flow chart program), various FTP programs and content management systems.

**EDUCATION**

**M.S., Strategic Technology Management**, MARLBORO COLLEGE GRADUATE CENTER, Brattleboro, VT 2001  
**M.A.**, Religious and Theological Studies, BOSTON UNIVERSITY, Boston, MA 2000  
**B.A.**, Comparative Religion and Psychology, MARLBORO COLLEGE, Marlboro, VT 1991