

Jesus Tellez

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Education

California State University, Fresno,

Bachelor of Science in Business Administration – Computer Information Systems Option

Experience

Would like to keep current employer anonymous unless absolutely necessary

November 2017 to Present

- Use tools such as SEMRRUSH, Screaming Frog, & Website Auditor to fix technical errors and warnings on our client webpages.
- Developed and currently manage the digital marketing strategy for the business.
- Use tools such as Google Analytics and Rank Tracker to generate monthly reports for our SEO clients.
- Use Google Webmaster tools to help clean up crawl errors.
- Use .htaccess and robots.txt files to configure settings on websites.
- Use structure data to markup webpages.
- Use tools like Gtmetrix, Google page speed tool, and pingdom.com to improve webpage speed and performance.
- Manage Google My Business accounts for most of our clients.
- Perform Keyword research and keyword mapping for our clients.
- Optimize webpages title tags, meta descriptions, <h1> tags, and page content to target keywords.
- Create landing pages to better target location specific keywords.

SEO Specialist & Web Merchandiser, Inline Distributing Company, Sylmar, CA

May 2017 to November 2017

- Performed competitive research analysis
- Performed Keyword Research
- Made updates to the current website
- Setup landing pages and Wordpress websites for different domains
- Generated Excel Vlookup reports
- Cleaned up and helped with the copy of product descriptions
- Helped determine Onpage and Offpage SEO strategies and tactics
- Project managed and overseen the development of new company E-Commerce website (Magento 1.9)
- Communicated with different vendors
- Leveraged ERP system for product research and pricing.

SEO Specialist, Alistbanners, Fresno, CA

August 2016 to May 2017

- Improved page speed and y slow scores
- Cleaned up errors and warnings such as 301 redirects, broken links, missing title tags
Performed keyword research and keyword tracking
- Performed link building by reaching out to other webmasters in the same industry & also submitted links to reputable directories
- Reorganized content in order to target keywords, such as meta tags, articles, and title tags
- Analyzed progress with Google Analytics, Gtmetrix, and tools.pingdom
- Installed and configure a CDN, WAF, and SSL certificate

Web Developer, Cando West, Oakland, CA

May 2016 to late July 2016

- Learned test driven development using Codeception, RSpec, Mocha and Chai
- Helped build out an API endpoint using NodeJS and ExpressJS
- Utilized Cloud 9, Ubuntu, and the Linux Terminal for development
- Paired Programming
- Used Mailchimp to set-up campaign for www.firstclasssci.com

Front End Web Developer, (InfoObjects Inc) Organic Inc, San Francisco, CA

February 2016 to May 2016

- Responsible for the implementation of the presentation tier on a single page application
- Contributed to the creative process by determining browser or other client side technology recommendations and guidelines
- Used HTML5, CSS3, Sass/SCSS, Gulp and VanillaJS on <https://welcome.wf.com/together/>
- Attended daily and weekly team meetings to discuss project progress.
- Used Photoshop and Illustrator to take a PSD design and convert it into a webpage
- Used Git Version control
- Used Jira, Basecamp, and Slack

SEO Specialist / Web Content Manager, OrangeGleam, Fresno, CA

July 2015 to February 2016

- Provided front end consulting services to California State University Fresno, Bitwise Industries, SHIFT3 Technologies and non-profit entities
- Performed OnPage Optimization such as shrinking URLs and adding relevant keywords
Made websites responsive to look good on mobile, tablet, and desktop computers
- Helped business owners edit content on their WordPress and Joomla websites
- Tested and improved website code and performance using tools like W3C Validator and Gtmetrix.com

Web Content Manager, California State University Fresno, Fresno, CA

August 2012 to June 2015

- Created, updated, and maintained the university external website using OU Campus CMS which is based off XML.(<http://www.fresnostate.edu>)
- Ran accessibility reports through HiSoftware Compliance Sheriff to fix accessibility issues
- Converted existing website content to responsive website content
- Managed content changes utilizing HTML4, and later HTML5, CSS3, and JavaScript
- Helped trained users in CMS system

SEO Specialist Kerman-Naturals, Kerman, CA

August 2010 to July 2012

- Reached out to other webmasters to create a link building campaign, also submitted links to directories, and free blog comments
- Performed AB testing with Google Analytics for main website
- Optimized webpages to be more SEO friendly. Fixed Title, Description, and <H1> tags to contain relevant keywords
- Setup a Google My Business profile for the business
- Built and optimized an E-commerce website with virtuemart
- Worked on several CMS projects with Joomla and Wordpress

Web Designer, Rewebbed LLC, Fresno, CA

August 2008 to July 2009

- Took Photoshop PSD designs and converted them to webpages
- Built websites using Joomla, HTML, CSS, Photoshop and Illustrator

Systems Administrator, Cobb's Ranch, Madera, CA

August 2006 to July 2008

- Maintained the company website using Notepad and FTP
- Updated the computer system software
- Built table-less HTML templates
- Troubleshoot all computer and printer equipment

Technical Skills

- **Version Control:** Git, Bitbucket
- **CMS:** Joomla, WordPress, OuCampus
- **Languages:** JavaScript, PHP
- **Markup Languages:** HTML4, HTML5
- **CSS:** CSS2, CSS3
- **CSS Preprocessor:** SCSS/SASS
- **Build Tools:** Grunt, Gulp
- **Other Tools:** FileZilla FTP, Sublime Text 2, Atom, Notepad++, basic Photoshop & Illustrator, Jira, Basecamp, Slack
- **Google Tools:** Google Analytics, Google Webmaster Tools, Google Trends
- **Code Validation and Online Speed Tools:** validator.w3.org/, gtmetrix.com, Sitebeam, tools.pingdom.com
- **Operating Systems:** Windows 98 – Windows 10, Linux Centos, Ubuntu and Debian, MacOS Sierra
- **Responsive Design:** Bootstrap, Media Queries
- **Ecommerce Experience:** WooCommerce, HikaShop, Virtuemart, Zencart, Magento 1.9
- **SEO Tools:** Website Auditor, Link Assistant, SEO SpyGlass, Rank Tracker, SEM Rush, Screaming Frog, WooRank.
- **Hosting:** Godaddy, Site5
- **Accessibility:** Compliance Sheriff, validator.w3.org, aria tags
- **Microsoft Office:** Word, Excel, Powerpoint
- **ERP Systems:** SX 6.0 (Infor, Action)