

SETH M. GOLDSTEIN

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SUMMARY

Highly motivated, self-starting, creative and versatile Web designer especially skilled in combining skills in design with online social media marketing techniques to help companies build their brands on the Internet.

WORK EXPERIENCE

Goldstein Media LLC, Bensalem, PA

November 2007 - Present

Principal

Design Websites for a variety of different businesses, optimize sites for high rankings on search engines, and provide advice and guidance to clients on social media practices, techniques, strategies and implementation.

- George Mehrer & Sons – gmscontractors.com – Custom Wordpress design. Originally designed client's first site. Redesign added more functionality, including a blog, multiple galleries and a more informational design.
- Dairy Free Market – dairyfreemarket.com – implemented, developed and managed client's site search engine optimization strategy. Helped obtain first page ranking in the search engine of important keywords. Site required both onsite and offsite optimization. Helped advise client on social media marketing strategy to promote products via Facebook, Twitter and other relevant social networks.
- Creature Comfort Pet Sitting – creaturecomfortpetsitting.com – Custom Wordpress design. Client needed a site that highlighted the animals she cares for and her rates. Also wanted galleries to post pictures and a blog. Also helped with social media presence.
- Olden Paint & Fresh Look Flooring – 94floor.com – Client wanted a site which reflected their trade. They also wanted their commercial to be playable on the home page.
- David M. Bank Real Estate – davidmbankrealestate.com – Client wanted a clean site that conveys their profession (commercial real estate) and their location, Philadelphia.

Contract Web Designer, Bucks County, PA

October 1998 - November 2007

Contractor

Designed sites for a number of companies on a contract/freelance basis.

Mobile Mini, Inc, Fairless Hills, PA

April 2006 - July 2007

Sales/Leasing Consultant/Customer Service

Bucks County Courier Times, Levittown, PA

June 2002 – September 2006

Freelance Reporter

The Evening Sun, Hanover, PA

September 2005- March 2006

Night Police Reporter

SKILLS

(x)HTML, CSS, FBML, Open Source Software, Microsoft Office (Word, Excel, Publisher, PowerPoint), PHP, mySQL, Javascript, Writing, Research, SEO, Social Media Marketing (Techniques, Strategies, Implementation), Adobe CS2, CS3, CS4 (Adobe Photoshop, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator), Podcasting, Audio-Editing

Leadership

Philly Tweetup

Helped start, organize and manage events for social media enthusiasts at local restaurants in the Philadelphia area. Average attendance at most events is more than 30 people. The events are an opportunity to meet and network with other people involved in social media either as a hobby or as part of their profession.

Addicted to Social Media, (Online magazine 1000+ online circulation)

Created and currently edit the online blog A2SM.com (Addicted to Social Media), which focuses on how social media is effecting business and everyday life. Managed more than 30 writers as well as designed and marketed the site.

EDUCATION

University of Delaware, Newark, DE, September 2000 - May 2004

Bachelors of Arts in History and Journalism

University of the Arts, Philadelphia, PA, September 2007 - August 2009

Web Design Certification