

# Dennis Lees

Content Management  
Web Analytics  
SEO



I'm Dennis, an experienced web professional with a sterling work ethic and impeccable communication skills. I'm passionate about making the web a better place. If you're looking for a content manager/SEO/web analyst to add some serious value to your company, we should probably talk.



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## Personal & Professional Profile

Highly engaged web professional with solid experience in Web Content Management, Web Analytics, and SEO.

I'm an Irish citizen and US permanent resident currently based in New Hampshire, though I've lived and worked in Europe and Asia, and have travelled the world.

My goal is acquire sufficient experience to eventually take on a Content Strategist role, and to continually develop my strong personal interest in Information Architecture and the Semantic Web.

## Technical Skills

Strong Web Analytics skills and solid experience in Conversion Rate Optimization through Data Mining and Multivariate Testing.

SEO skill-set includes Site Review, Keyword Research, On-page Targeting and Linkbuilding. Practiced in Local and International optimization.

Comfortable leading projects of all sizes and steering a distributed international team of in-house and external content creators.

Accomplished creator of web documents in xHTML/CSS and graphics/layouts in the Adobe Suite. Cross-platform computer literate and truly tech savvy.

### Web Analytics



### SEO



### Web Project Management



### XHTML / CSS / Adobe CS



## Work Experience

### Content Manager / SEO

GMO GlobalSign, Inc.

Period: March 2010 - Present

Job type: Full-Time

GlobalSign is an SSL Certificate Authority. I'm responsible for their English-language websites.

- Content Management
  - 4 International Sites
  - Content Creation & Maintenance
- SEO
  - 7 International Sites
  - Success in Highly Competitive Environment
- Web Project Management
  - Lead Distributed International Team
  - Manage External Content Creation
- Web Analytics
  - Optimization through Data Mining
  - Campaign Analysis and Traffic Monetization

### Webmaster

Loco Sports, Inc.

Loco Sports is a sports event company for which I created and managed several web properties.

**Period:** Jan 2009 - Mar 2007

**Job type:** Full-Time

**References:** [Mike St. Laurent](#)

- Design/Coding
  - Web & Doc Layouts in Adobe CS
  - Compliant xHTML & CSS
- Content Management
  - Joomla, Wordpress & phpBB
- SEO & SMM
  - On and Off-site locally targeted SEO
  - Developed Social Media Presence
- Server-side Administration
  - cPanel, phpMyAdmin and mail management

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## Researcher / eMarketer

Warren & Morris, Ltd.

**Period:** Nov 2007 - Jan 2009

**Job type:** Full-Time

**References:** [Arlon Chaffee](#)

W&M is executive recruitment firm for which I carried out eMarketing and Research activities.

- eMarketing
  - Designed and Created Successful Campaigns
- Research
  - Profiled Executives and Companies
- Web Maintenance
  - Basic Content Maintenance

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## Education & Qualifications

### Whittemore School of Business & Economics

2010 - Social Media Marketing

This class examined Social Media as a marketing platform and culminated in the design and implementation of SMM strategies for 3 real-world brick-and-mortar businesses on the New Hampshire Seacoast.

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### London South Bank University

Class of '99 - Sport & Exercise Science

This undergraduate degree covered topics diverse as Exercise Physiology, Biomechanics, Sports Psychology, and Nutrition & Dietetics.

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### Google Analytics Qualified

2011 - Google Analytics Individual Qualification (GAIQ)

From the Google Conversion University site:

*While Google Analytics is easy to use for beginners, it's also a very powerful tool in the hands of knowledgeable users. Google Analytics Qualified users will be effective at leveraging Google Analytics within their organizations and at helping others to do the same.*

