

# Cameron Knowlton

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## Search Engine Optimization Analyst and SEO Technology Developer

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With 28 years of computer and internet experience, I am able to help your company and its clients achieve its online business goals by increasing traffic, identifying market niches, and improving conversions through strategic internet marketing methodologies and advanced SEO technology.

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## SEO Methodologies and Technologies

I achieve top positioning of clients' web sites on leading search engines and directories through SEO methodologies and technologies that I have developed over the last 12 years. I have integrated these technologies to create a front to back workflow and reporting system for client campaigns.

I've developed technologies and methodologies in:

- **SEO dashboard and client extranet** - developed a database driven client extranet and interactive charting system to communicate campaign progress between the clients and the project teams
- **web statistics and conversion tracking** - designed customized web statistics to identify the underlying keyphrases and search engines responsible for driving traffic and conversions
- **SEO architectural analyses** - designed a methodology and reporting format to analyze web sites for issues hindering search engine indexing and positioning, and recommendations for alleviating the issues
- **keyphrase research technology** - pioneered technologies and methodologies for multilingual keyphrase research, correlating relative keyphrase popularity, keyword thematics, and empirical website activity
- **search engine position reporting** - integrated interactive position reporting with keyphrase popularity and SEO status reporting to allow dynamic exploration of search engine position results
- **web mining and data analysis** - integrated web statistics metrics with position reporting, keyphrase popularity, and status reporting for multivariate analysis
- **fault tolerant network architecture** - designed, budgeted, and implemented a fully fault-tolerant network architecture to run mission-critical web applications: client extranet, web statistics, position reporting, client dashboard, and other related SEO tools

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## Portfolio

Over the past 12 years, I've promoted sites for clients in the entertainment, news, hospitality, real estate, health care, financial, manufacturing, educational, and consumer industries.

Between 2005 and 2008, I performed SEO for New Line Cinema movies with a total North American budget exceeding 1.69B\$US. Movie projects included:

- goldencompassmovie.com
- hairspraymovie.com
- haroldandkumar.com
- historyofviolence.com
- journeymovie.com
- justfriendsmovie.com
- monsterinlaw.com
- rushhour3movie.com
- sexandthecitymovie.com
- sonofthemask.com
- thenewworldmovie.com
- weddingcrashersmovie.com

Other sites for which I've performed SEO over the past 12 years include:

- americanexpress.com
- boxlight.com
- bacardi.com
- clairol.com
- fisher-price.com
- fourseasons.com
- gibson.com
- honda.com
- mazda.com
- neworleansonline.com
- takepart.com
- pacificare.com
- realtyexecutives.com
- teensource.org

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## Recent Employers / Contracts

Infuse Creative

2004 - 2009 California / Victoria, BC

Senior SEO Analyst, client reporting, dashboard development

Intrapromote

2002 - 2004 Ohio / Calgary, Alberta

Senior SEO Analyst and Technology Director, web statistics, web development

Cactus Containers / Instabox

1993 - 2002 Calgary, Alberta

web development, internet marketing, Macintosh technician

KPMG Peat Marwick Thorne

1991 - 1993 Victoria, B.C.

Macintosh technician, external software audit project

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## **Related Experience**

- LAN and WAN network analyst
- Macintosh technician
- project scheduling
- web site usability design
- company profiling for business development

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## **Education**

British Columbia Institute of Technology  
1988 Computer Systems technology program

University of British Columbia  
1986 Faculty of Science, Computer Science Department

Oak Bay Secondary School, Victoria, B.C.  
1985 received a Provincial Scholarship, and Computer Science bursary  
participated with school band in the International Music Festival in Vienna, Austria

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## **References**

references are available upon request