

# Jeff Shearer

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## Summary of Qualifications

### **A social media and online marketing specialist with a passion for technology.**

- Experienced in building performance metrics for emerging media where none existed before.
- A knack for engaging a community, not just managing one.
- Strong written and speaking skills; A salesman at heart
- Experienced in project coordination, and interfacing between technical, design, and leadership teams.
- Superb client facing and account executive skills.

## Experience

### **Social Media and Search Marketing Specialist | July 2009 – Present**

SESAME COMMUNICATIONS – <http://www.sesamecommunications.com>

As a social media specialist, I manage a new avenue for client interaction with their customers through web 2.0 technologies.

- Social network development and management for clients across North America.
- Search engine optimization (SEO) for social networks including: Keyword rich blog content, inbound link development, and search engine optimization for online video.
- Online directory optimization for Google Local/Google Places Pages.
- Tracking of social media ROI through web analytics tools and call tracking.
- Communicate benefits and best practices in new technologies to clients, many of whom are inexperienced in digital media.
- Collaborate with web designers, search engine optimization specialists and management to offer a whole product solution for clients.

### **Marketing Coordinator | June 2008 – July 2009**

THE VIKING UNION AT WESTERN WASHINGTON UNIVERSITY – <http://www.vu.wvu.edu>

Coordinated all marketing efforts of WWU's student union, including: market research, event planning and brand management.

- Developed and implemented a strategic marketing plan for the Viking Union.
- Developed a consistent brand identity through a rebranding project while communicating and collaborating with various other campus organizations.
- Diversified marketing communications by developing and launching a new Internet and social media strategy
- Promoted organization-wide use of metrics in strategic decision making.
- Conducted a variety of market research activities including: survey design, focus group administration and data analysis.

### **Student Marketing Association President | June 2008 – July 2009**

MARKETING DEPARTMENT AT WESTERN WASHINGTON UNIVERSITY

- Managed the six members of the officer team, delegating responsibilities and coordinating activities.
- Networked with a variety of business professionals to organize guest speakers and programming
- Designed and conducted a research study to determine awareness and satisfaction levels among marketing students.

## Professional Skills

**Analytics and Measurement:** Google Analytics Individual Qualified, Raven SEO Tools, SEOmoz Pro Tools, Marchex Call Tracking, Facebook and YouTube Insights.

**Programs/Applications:** Salesforce.com CRM, Microsoft Excel, SPSS, Photoshop CS4, Dreamweaver CS4 and Illustrator CS4.

**Programming Languages:** Intermediate knowledge of HTML and CSS. Working understanding of PHP and JavaScript.

## Education

### **Western Washington University | 2005-2009**

BACHELOR OF ARTS- BUSINESS ADMINISTRATION, MARKETING CONCENTRATION

*2008-2009 Outstanding Graduate of the Finance and Marketing Department*

## Awards and Recognition

- **2008-2009 Outstanding Graduate of the Finance & Marketing Department**, Western Washington University
- **2005 Clayton W. Griffin Award** for Excellence in Marketing Education, Redmond High School
- **1st Place, Creative Marketing Project**, 2005 Washington DECA State Competition
- **1st Place, Technical Sales**, 2005 Washington DECA State Competition