

Mike Lyon

6870 Lakeview Dr. | Prunedale, CA 93907

Phone: (831) 818-6816

E-Mail: mike@mikelyondesigns.com

Objective:

Obtaining a full time position utilizing my extensive experience in Web Development, Search Engine Optimization Social Media Marketing, Sales and Graphic Design.

Summary

Highly motivated, creative and versatile Web Developer/Graphic Designer working in the advertising and publishing industry for the past 15 years. I am passionate about creating cutting edge websites optimized to rank number one on Google . With a high awareness of search engine industry trends I believe web based marketing is more of a way of thinking than a series of steps. Using graphic illustrations, social media and email strategies I have developed countless advertising campaigns. In my many years working with all kinds of clients in brand management and strategic planning I have mastered the art of design and marketing.

Employment

Web Development & Marketing

News Media Corporation

June 2013 – Present (4.7 years) Nationwide (remote position)

★ As Head of West Coast Web Development & Marketing I have created a marketing program for local businesses. This program includes building custom websites, (SEO) Optimizing them for Google rankings (SEM) and creating content for Social Media Marketing. In addition to being the developer behind this program I am also the one selling it to clients.

★ Managing creative direction, graphic illustration, design, and layout of the News Media Corp. West Coast branch including publications, e-blasts, ads, signage, promotions, displays, posters, flyer's, presentations, bus wraps, and direct mail pieces.

★ Considered an Adobe CC expert using both Mac and Windows platforms on a daily basis.

★ Computer Technician updating operating systems, networking storage servers and improving work-flow for the entire office staff.

Please view my portfolio at:
www.mikelyondesigns.com

Special Skills

Web Development

7 years

Back-end Web development
HTML, CSS , JavaScript and jQuery
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Google Analytics
Social Media Marketing/Management
Training & client tutorials

Sales

15 years

Developing multi-media advertising strategies
Project management
Phone sales, inside & outside sales
Fluent with Quick Books, Salesforce, Microsoft Office, Act, & other CRM systems.

Graphic Design

12 years

Hand drawn vector graphics & graphic repair.
Print & online ad design specializing in file type.
Designing and laying out magazines, brochures, & marketing materials.
Expert in Mac & Windows platforms using Adobe CC InDesign, Illustrator, Photoshop, Acrobat, Flash, & Dreamweaver. Microsoft Office.
Quick Books and basic Video Editing Programs.



PLATFORM CAPABILITIES

