Jeremy Bloom

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Experience

2000 - Present | Techvertising | Portland, ME

Owner, Web Consultant

Techvertising is a strategic consultancy and turn-key website production company now focusing on blogs and podcasting.

- Consulting, installation and management of blogs and podcasts.
- Provide online marketing management and education to clients.
- Development and maintenance of websites, blogs and podcasts from architecture to implementation.
- Remote management of clients' in-house website operations.

November 2007 - March 2008 | Legacy Publishing | Westbrook, ME

Online Marketing Manager

Legacy publishing company is a direct marketing agency selling a successful product called The Total Transformation.

- Lead development of blog added to a flagship product marketing website EmpoweringParents.com.
- Lead development on creating an affiliate marketing program and partner development.

July 1998 - December 2000 | Chelsea Networks | New York, NY

Director of Marketing

Chelsea Networks was a small business hosting service providing website hosting, email and internet connectivity.

- Increased business from 50 clients to over 150.
- Executive development of client web sites and shopping carts.
- Managed technical & marketing support.

August 1997-February 1998 | MVBMS Advertising | New York, NY

Interactive Director

MVBMS created this new position as a link between the in-house web production department and account executives for global brands like International Paper, Volvo and Coppertone.

- Worked with Account Executives, Designers, Media Buyers and Marketers to create fully integrated marketing strategies and advertising campaigns.

April 1996 - August 1997 | iVillage, Inc. | New York, NY

Web Producer

In the pre-IPO days of iVillage, 'Vices & Virtues' was an entertainment channel for the web and AOL.

- HTML and graphic production of the 'Vices & Virtues' Internet-based community.
- Coordinated in-house programmers, copywriters, and designers.

Application & Web Building Experience

Website Architecture, Design & Production

Email Marketing
List Building and Maintenance, Email Management Software, Content, Reporting

Affiliate Marketing
Program Development, Network Management, Affiliate Management & Communication, Technology Experimentation & Development, Metrics

Website Metrics
Software Research & Setup, Identification of Key Indicators, Interpretation of Metrics

Podcasting (online audio/video)
Strategy, Creation, Management, Audio/Video Recording & Editing, Marketing & Advertising, Metrics

Blogs
Strategy, Software Installation, Education, Management, Website Development with Blogs, Metrics

Pay Per Click Advertising
Strategy, Ad Copywriting, Education, Management, Jump Page Development, Metrics

Search Engine Optimization & Link Building
Organic Search, Paid Search, Linking Strategy, Education, Systems for Management

Wiki
Software Setup, Strategy, Internal Documentation, Software Documentation, Referenced Information

Online PR
Strategy, Education, Distribution, Copywriting

Offline/Traditional Advertising (tv, print, radio, direct mail)
Strategy, Print Production, Media Buying

Open Source Software & Content Management Systems

Education

1988 - 1992 University of Hartford West Hartford, CT

- BA Communications; Emphasis in Advertising

1994 - 1995 Platt College Cerritos, CA

- Certification in graphic production.