

David S. Perry III

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Skills

- Still and moving photography
- Video editing
- Video compression
- DVD authoring
- Mac OS X and PC platforms
- Apple Final Cut Suite
- Adobe Photoshop
- Adobe Dreamweaver
- Web design and layout
- Search engine optimization and placement
- E-mail marketing campaigns

Work History

May 2004-Present: Carter Media, Inc., Roanoke, Va. - Video editor and designer, Camera Assistant.

February 2003-January 2004: Foot Levelers, Inc., Roanoke, Va. – Webmaster for corporate web site.

Duties included:

- Design and layout of graphics and content for entire corporate web site
- Design of multimedia and video content for corporate web site
- Periodic product photography
- Daily updates to pages in site
- Maintenance of e-commerce web pages
- Maintenance of seminar registration pages
- Development and deployment of targeted marketing e-mail campaigns
- Statistical analysis of web traffic
- Search Engine Optimization of site and submission of site to search engines

Accomplishments:

Through search engine optimization of the Foot Levelers' web site and strategic submission to the major search engines, traffic to the site in the period from March 2003 through December 2003 increased 100%, to 40,000 unique visitors per month, up from 20,000.

Site was redesigned from the ground up in June 2003 and included new easier to use navigation, an automated press release archiving system, and a site search engine for location of information via keyword searches.