

# Tom Conte

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www.cometton.com

## Skills

Information Architecture

- Developed wireframes to guide layout of content
- Created sitemaps to form page hierarchy
- Drafted flowcharts to illustrate user paths

Search Engine Optimization

- Targeted analysis of competition and keywords
- Optimized on-site content
- Built links to increase rankings and volume of traffic

## Software

Google Adwords Keyword Tool, SK Tool, Webmaster Tools, Analytics, Free Monitor for Google, Linksleuth, SEOmoz Tools

## Experience

LexisNexis - February 2010 to Present - New Providence, NJ  
SEO Specialist

- Managed client relations for over 30 SEO campaigns
- Provided monthly reports on site performance
- Made recommendations to increase brand visibility

Schwadesign - March 2009 to Present - Pawtucket, RI  
Web Developer

- Developed site interfaces using XHTML / CSS
- Implemented templates into Wordpress or Drupal

Emagine - March 2009 to May 2009 - Taunton, MA  
Intern - SEO Analyst

- Created keyword and competitive analysis reports
- Collected analytical data
- Optimized site content.

## Education

Johnson & Wales University - Providence, RI  
Bachelor of Science, Web Management, 2007 - 2009  
Associate of Science, New Media, 2005 - 2007  
GPA: 3.2