

**Molly Youngblood Geiger**  
**Website Designer/Developer and Graphic Designer**  
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## Objective

Enable people and businesses throughout the world to harness the power of the Internet.

## Profile Summary

Detail oriented, Meets deadlines, Follow directions, Expedite design/development request(s), Multiple Project Management, Work independently.

## Skills

### •Website Design and Development

- **Type:** Dynamic - eCommerce – Flash – Mobile - Responsive – Scrollspy - Static - Custom Scripting.
- **Languages/Assets:** HTML5, HTML, XHTML, PHP, Cold Fusion, ActionScript, MY SQL; Perl; Spry Assets, Widgets; AJAX. CSS, Javascript, JQuery, SML, XSLT, ASP, ASP VBScript, ASP.NET C#, ASP.NET VB, Twitter Bootstrapping
- **Audio:** RealPlayer; QuickTime, and Many Others.
- **Auto Responders:** Website and email and mobile.
- **Computer Operating Systems:** Mac, Windows.
- **Content Management Systems:** Drupal, Joomla, WordPress.
- **Copyrighting:** Text content and subject writing, Text Formatting.
- **Database:** Creation, Function Assignment, Management.
- **Domain Name:** Registration, Redirect, Pointing, Transfer.
- **Email:** Setup, Configuration (POP and imap), Control Panel, Forwarding, Transfer, and Management, Short Message System (SMS) Addresses, MX Record Configuration, Forwarding, Redirection.
- **File Transfer Protocol (FTP):** Setup and Use for placing and retrieving from server.
- **Flash:** Movies (Streaming Video), Animation, Slide Show, Banner Ads, Buttons.
- **Forms:** Custom script creation, cgi-bin installation, testing.
- **Hosting:** Host website files, scripts.
- **Mobile Devices:** Android, iPhone, Ipad, Blackberry, Windows.
- **Mobile Servers:** Alltel, AT&T, Boost, Cingular, Cricket, Metro PCS, Nextel, Sprint, T-Mobile, Verizon, Virgin Mobile
- **Navigation Menus:** Traditional and Scrollspy
- **Server Operating Systems:** Windows, Linux, and UNIX.
- **Server Types:** Apache, Application, Audio/Video, Chat, Collaboration, Fax, FTP, Groupware, IRC, List, Mail News, Open Source, Physical, Proxy, Real Time Communication, Telnet, Virtual Servers.
- **Software (3<sup>rd</sup> Party):** Setup, Integration, Development, Beta Tester, Paypal, PaypalX, AffiliateShop, Secure Net Shop, InfusionSoft, AnyMeeting, CoolIris, AWebber, and many others.
- **Surveys:** Custom script creation, cgi-bin installation, testing.
- **Password Protected Pages:** New Member Set Up; Member Login, via .htaccess, java, my sql.
- **Quick Response (QR) Codes:** Standard or custom.
- **Website Maintenance:** Updates to the website as necessary.

### •SEO - Search Engine Optimization

- **SEO On Page (Website / Organic Results):** Meta Data Competitive Analysis, Meta Data Installation (Title Tags, Description Tags, Keyword Tags, Open Graph Tags, Rich Snippet Data Tags), Search Engine (Google, Bing, Ask, Yahoo) Site Verification Tag Installation, Social Media (Facebook, Twitter, Pinterest, etc) Site Verification Tag Installation, Google Analytics (Setup, Installation, Traffic Tracking, and Reports), Sitemap Creation, Sitemap Indexing, Robot Installation, Google Algorithm Adherence (Panda/Penguin), Back Links.
- **SEO Off Page (Internet Presence / Non Organic Results):** Google Maps/Places/Local, Online Business Directories, Online Reviews, Search Engine Listing Management, Video Optimization.

## •SEM - Search Engine Marketing

- **Google Adwords:** Website owners can get immediate placement at the top of page 1 of Google with paid inclusion advertising that includes custom campaigns advertisements link building and bidding management.
- **Google Analytics:** Website owners can review reports about website traffic source activity and track social media campaigns, offline campaigns and daily, weekly, monthly website traffic.

## •Social Media

- **Social Share Feature:** Visitors Can Share website pages with over 350 social media websites.
- **Social Follow Feature:** Visitors Can Follow A company from over 350 social media websites.
- **Setup:** Register and supply login credentials for the top social network websites.
- **Linking:** Link all social network websites for maximum visibility.
- **Networking:** Search for potential customers, clients, or those within an industry.
- **Management:** Manage social media with blogging, articles, advertisements, specials, and promotions.
- **Reports:** Prepare daily, weekly, or monthly report on network and management of social media accounts.

## •Ecommerce / Payment Processing

- **Shopping Cart Software:** Registration, API configuration and installation that processes order, Configure SSL (Secure Socket Layer) Digital Certificate.
- **Merchant Account:** Registration, API configuration and installation where sale funds are deposited, Website Payments, Virtual Payments, PayPal - Punchey - Pavement – 30 More Service Providers Available.
- **Front End Programing (Appears on website/ page for customer order):** Product Description, Product Price, Product Image (Supplied by Client), Buy Now/Add to Cart Button, Code Installation.
- **Back End Programing (Pulls Product Information From Shopping Cart):** Product Description, Product Price, Product Image (Supplied By Client), Buy Now or Add to Cart Button Code Creation.

## •Photo/Video Galleries

- **Interactive Photo Gallery:** Instant photo display, unlimited number of photos, sharing features to Facebook and Twitter, Ability for owner to upload after installation.
- **Interactive Video Gallery:** Instant video display, unlimited number of photos, sharing features to Facebook and Twitter, Ability for owner to upload after installation.

## •Video

- **Production:** Video recording for profiles, testimonials, advertisements, announcements, news, or custom content recording available in any time increment using HD quality.
- **Promotion:** Utilize social media and other online video resources to promote video.
- **Optimization:** Install Meta data relevant to the videos content and place on three major video resource websites.
- **Interactive Spokesperson:** Choose from a variety of actors to deliver your message via video that has been scripted to walk around a website.

## •Internet And Mobile Marketing

- **Identify Target Audience:** Demographic, Geographic, Behavior, and Site Targeting techniques.
- **Lead Generation:** Create and manage content rich campaigns utilizing the latest marketing techniques.
- **SEO (Search Engine Optimization) Marketing:** Create and maintain organic and non-organic search results, extensive understanding of Google ranking algorithms.
- **SEM Marketing:** Create and maintain increased visibility in search engine result pages (SERPs) through the use of paid placement, contextual advertising, and paid inclusion.
- **Social Media Marketing:** Create and maintain setup, linking, visibility, reports, and promotions.
- **Email Marketing:** create and maintain content rich email marketing campaign with appropriate target market with appropriate calls to actions including opt-in/opt-out options.
- **Cross Referral Marketing:** Create and manage and work with associations to further the online presence by promoting to online and off line network.
- **Affiliate Marketing:** Create and manage affiliate program where the business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts using the latest affiliate software.
- **Inbound Marketing:** create and manage sharing informative and content i.e. whitepapers as a means of converting prospects into customers and customers into repeat buyers.

- **Video Marketing:** Create and manage videos that engage the viewer into a buying state by presenting information in video form and guiding them to a product or service.
- **Blog Marketing:** Blogging/Copywriting content rich blogs that include links, content, and appropriate calls to action
- **Semantic Marketing:** Interpret and classify the meaning and/or main subject of the page and then populate it with targeted advertising spots.
- **Marketing Funnel Analysis:** Online reporting analytics to recognize specific content and insights from SEO, SEM, Social Media, Email, Cross Referral, Affiliate, Inbound, Video, Blog and Semantic, marketing results and ROI insights.

**•Graphic Design**

- **Print:** Any Print Graphic Design: Advertisements, Banners, Business Cards, Business Plan Cover, Brochures, Calling Cards, Car Wraps, Coupons, Flyers, Logo, Book Cover, Magazine Cover, Newsletters, Signs, Stationary.
- **Websites:** Any Website Graphic Design: Header Design: Logo, Body Background: Solid Color, Image, or Texture Background; Main Content: Design Background Color White or Black; Rollover Navigation Button Images, Footer.
- **Clothing:** Any Clothing Design, T-Shirts, Hats, Polo Shirts, Tote Bags.
- **Processes:** CMYK, RGB, PMS, Raster, Vector.
- **File Types:** .bmp, .gif, .jpg, .png, .psd, .thm, .tif, .ai, .indd.
- **Image Optimization:** Optimize images for print or website usage.

**•Software**

- **Adobe CS5:** Dreamweaver - (Expert, 9 years’ experience), Photoshop - (Expert, 9 years’ experience), Fireworks - (Expert, 9 years’ experience), Device Central - (Expert, 9 years’ experience), InDesign - (Expert, 9 years’ experience), Illustrator - (Expert, 9 years’ experience), Bridge - (Expert, 9 years’ experience), Contribute - (Expert, 9 years’ experience), Flash Professional - (Expert, 9 years’ experience), Flash Video Encoder - (Expert, 9 years’ experience)
- **Microsoft Office 2010:** Word – (Expert, 19 years’ experience), Excel – (Expert 19 years’ experience), Access - (Expert, 19 years’ experience) PowerPoint - (Expert, 19 years’ experience) Publishers (Expert, 19 years’ experience), Project - (Expert, 19 years’ experience)

**Work History**

- 2004 – 2013 Design Right 4 U, Website Designer/Developer and Graphic Designer
- 2003 – 2008 Executive Decision Mortgage, Information Technology Manager
- 1998 – 2003 Washington Mutual, Web Developer Supervisor
- 1993 – 1998 Merrill Lynch, Senior Web Designer Administrator

**Education**

• Google Partners, Adwords Certified, Class of 2014	• Google/Yahoo/ Bing WebmasterTools Certified, Class of 2006
• Google Partners, Analytics Certified, Class of 2013	• Texas Tech University, Class of 1993
• Google/Yahoo/Bing, SEO Certified, Class of 2010	• Wolfson Senior High School, Class of 1989

**Accomplishments**

- Developed productivity database for Washington Mutual (Formerly Homeside Lending) - Investor Accounting Department - Freddie Mac Division earning the [2002 Freddie Mac Technology Award](#) (Maiden Name Youngblood)
- Beta-Tested Cooliris.com interactive gallery and identified error between the Facebook and Cooliris application when user tried to import multiple photo albums from Facebook to Cooliris., Facebook required 2 weeks to resolve.
- Created survey graphic image in backroom login for Verio Partners (Verio is a Fortune 500 Company)
- Created button and link from Toshiba website representing my client G2 Labels Printing

**Affiliations**

- Facebook Beta Test Developer, • Twitter Beta Test Developer, • LinkedIn Beta Test Developer, • PaypalX (aka Paypal) Beta Test Developer, • YouTube Beta Test Developer, • Cool Iris Beta Test Developer
- Infusionsoft Beta Test Developer, • Android/iPhone HTML to Mobile Newsletter Beta Test Developer
- Secure Net Shop Beta Test Developer, • Verio Partner (Fortune 500 Company)