

# Daniel Dreifort

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2005 - Present

Freelance - [www.mySEO411.com](http://www.mySEO411.com)

## SEO & Usability Consulting and Training

- Lead teams at three agencies to increase client sales via content experiments, community/link building and innovative white-hat SEO efforts with a finger on the pulse of the entire goal conversion trail and other meaningful analytics metrics
- Provide timely, influential reporting, tying actual sales to specific organic phrases when possible, empowering the modern organization to make savvy ROI-based budgeting decisions on the fly

Case studies:

### **Mid-market furniture brand**

Designed and executed search engine and site optimization strategy resulting in:

- Dramatically improved sales from organic search results in a 24 month period from zero to \$900,000
- Subsequent 12 month period increased to \$2.3 million in sales from organic search results and then \$4 million in the following 12 month period
- Disinvestment from paid search contributing to 31% margin improvement

### **Premium hospitality brand in Hawaii**

Despite macroeconomic forces that created considerable headwinds for the hospitality industry (global financial meltdown), my work with this hotelier resulted in:

- Organic, non-paid search visits up 181% over a 4 year period even while direct visits and referral visits decreased 29% and 8% respectively over same period
- Page views from organic, non-paid search visits up 306% even while page views from direct visits decreased 4% and pageviews from referral visits increased only 12% over same period

2000 - 2016

Hocking College - [www.hocking.edu](http://www.hocking.edu)

## Consultant, E-Business Program Advisory Board

- Contributed to the expansion and curriculum of one of the first higher education Internet business programs

## Adjunct Professor, Artist Management (2010)

- Enriched curriculum by regularly video conferencing with industry experts to provide real-world perspective for students

2001 - 2007

Eden Marketing - [www.edenmarketing.com](http://www.edenmarketing.com)

## Production Manager

- Supervised online content & application development, routinely ahead of schedule and under budget

Case study:

### **Snider, Fuller & Associates**

Designed custom payment processing system governing \$850,000 in annual employee investment contributions

- This software allowed participating organizations to cut a single check instead of managing individual payments to each of 16 fund carriers
- Increased efficiency by automating recurring processes and streamlining the user interface which enabled multiple generalists
- Delivered more meaningful data in one tenth the time through dynamic reporting

**1996 - 2005**

**FrogNet - [www.frognets.net](http://www.frognets.net)**

## VP, Business Development & Marketing (1999 - 2005)

- Launched and coordinated DSL reseller network, increasing points of sale more than tenfold
- Composed and analyzed customer surveys resulting in increased customer retention through improved services
- Cultivated numerous strategic partnerships resulting in new product offerings, additional revenue streams, increased customer satisfaction, drastically reduced expenses and decreased customer/support interaction

## Director, Board of Trustees (2000 - 2002)

- Engineered accountability metrics for management staff based on results instead of actions

**1998 - 2002**

**Athens News - [www.athensnews.com](http://www.athensnews.com)**

## Writer

- Transformed weekly column into a "must read." Circulation increased over 5% during tenure while almost all newspapers experienced heavy readership losses

### **Expertise**

- Tight technical and creative writer
- Wealth of communication, team and management experience
- Fast learner willing to go beyond Googling to quickly dissolve hurdles
- Data-driven student of the, "Don't make them think!" school of usability
- Diverse computer skills (Macromedia, Microsoft, Adobe, MySQL, etc.)
- Breadth of experience allows seamless interdepartmental

communication

**Education**

B.A. Philosophy, Ohio University

**Blog**

<http://dandreifort.com/tag/seo/>

**Online  
Portfolio**

[Old samples of my contributions to various online efforts](#) at [goo.gl/U17j8](http://goo.gl/U17j8) Find  
an HTML version of this resume at [goo.gl/LvIOc](http://goo.gl/LvIOc)