

# Aimy Steadman

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www.aimysteadman.com

## Experience

### Capital Area Food Bank of Texas

*Online Development Coordinator (April 2009 – present)*

- Designed, deployed, and analyzed E-Solicitations for Food Bank donations.
- Provided strategy for website redesign.
- Analyzed performance of a variety of online marketing strategies.

### Leverage Marketing LLC

*Sr. Paid Search Analyst (August 2008 – March 2009)*

- Managed PPC campaigns for web businesses with \$75,000/month in total ad spend.
- Created landing page recommendations for clients that doubled conversions.
- Created online image ads to boost clients' sales.
- Created in-house marketing materials such as banners, email templates, Web design and more.

### Apogee Search

*Natural Search Intern (June 2008 – August 2008)*

- Managed link-building campaigns for boosting search ranking and client Web site revenue.
- Researched relevant blogs and community Web sites for opportunities to boost clients' Web presence.
- Researched and built database of paid link directories as a team resource.

### Monkey Wrench Books

*Collective Member, Web Site Committee Leader (November 2006 – present)*

- Managed nonprofit bookstore on a collective board of 14 other volunteers.

### Skillshare Austin

*Conference Organizer and Web Project Leader (January 2008 – June 2008)*

- Research and develop viral Facebook application and other online strategies for promotional purposes.

### ACTLab TV

*Web Site and Wiki Manager (March 2007 – May 2008)*

- Created Wikreate wiki for global collaboration on creative projects.
- Redesigned and updated organization's Web site and Web galleries.

### KVRX 91.7 FM Radio Station

*DJ and Business Department Volunteer (August 2006 – May 2008)*

- Awarded "Hardest Working Woman in the Radio Business" by Texas Student Media, 2006-2007.
- Planned and DJed live broadcast radio-show weekly, including musical guests.

### Our Forgotten Heroes, Houston TX

*Marketing Intern (September 2007 - December 2007)*

- Created promotional materials in the form of Web design, press releases, newsletters, and graphics.
- Researched and wrote grant proposal for nonprofit organization.

### BitTorrent, Inc., San Francisco CA

*Marketing Intern (August 2007)*

- Researched and created competitive analysis report on ten biggest competitors such as NetFlix.

## Education

### University of Texas at Austin

Bachelor of Science in Advertising, August 2008

- Business Foundations Certificate
- BDP Certificate in Social Entrepreneurship and Nonprofits
- Dean's List all attending semesters

## Workshops and Presentations

- Ambient TV, Dorkbot SXSW (*March 2008*)
- How To Build Basic Web Sites in Adobe Dreamweaver, LSA Workshop (*March 2008*)
- Web Site Creation for Showcasing Student Work, ACTLab (*February 2008*)
- Wikreate and Peer-to-Peer Education, Dorkbot Austin (*July 2007*)

## Additional Skills

**Foreign Language:** Basic Arabic, German, and Spanish

**Computer Literacy:** Adobe Creative Suite, HTML, CSS, Microsoft Office programs, Dreamweaver, FTP, major shopping cart software, Drupal, NetObjects Fusion, Convio, Raiser's Edge.

**Web Marketing:** Google Adwords, Google Adsense, Yahoo Search Marketing, MSN Adcenter, Google Analytics, PPC campaign management, landing page optimization (LPO), search engine optimization (SEO), email marketing deployment and design, web content design and development, blogging, social networking communities, podcasting, virtual worlds, viral media.