

DAVID R. MALMBORG II

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SUMMARY OF QUALIFICATIONS

- Skilled in managing online project development, including website development, and page optimization.
- Expert in SEO and SEM techniques to increase organic and paid online search engine results.
- Developed an eye for fine detail in design and marketing materials.
- Proficient at presenting ideas, concepts, products, and services.
- Quick to learn and understand emerging technology.

EXPERIENCE

SEO.com

SEO Specialist

Bluffdale, Utah

April 2009 – Present

Increase traffic to clients website with online marketing strategies. Namely, search engine optimization, social media marketing, and PPC campaign optimization.

Increase online traffic conversion with web page conversion optimization consulting of clients websites.

- Google Analytics Certified: Individual Qualification (IQ)

Riser Media (www.RiserMedia.com)

Sales Executive / Project Manager

American Fork, Utah

July 2008 – February 2009

Successfully managed the development and implementation of the brand transition to Riser Media, this included overseeing the development of Host Riser, Site Riser, and Code Riser, the companies new product oriented services.

CompUSA

Business Account Representative

Murray, Utah

May 2007 – March 2008

Developed and increased the store's B2B sales, and focused on building working relationships with small to medium businesses.

Senior Hardware Sales Rep

September 2000 – May 2002 / June 2005 – May 2007

Generated over \$1,000,000 in sales volume annually, and maintained an average of 10% sales of intangible services, such as warranties and tech services.

- Certified Apple Product Professional (2006), and Apple Sales Professional (2007)

Applebee's Restaurant

Server

West Jordan, Utah

June 2004 – October 2005

INTERNSHIP

Ascend Alliance (www.AscendAlliance.org)

Marketing/PR Intern

Holladay, Utah

August 2007 – February 2008

EDUCATION

University of Utah

Post-Baccalaureate Certificate: Integrated Marketing Communication

Salt Lake City, Utah

2007

University of Utah

Bachelors of Arts: Interpersonal Speech Communication / Business Minor

Salt Lake City, Utah

2007

Salt Lake Community College

Associates of Science: General Studies

Salt Lake City, Utah

2005