

JANESON KEELEY

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PROFESSIONAL SUMMARY AND SKILLS

Website Developer / SEO Specialist / Content Creator

Detail-oriented and self-motivated with 20+ years of experience provided remote website development and digital marketing services to 300+ local, regional, and national businesses and non-profit organizations in 40+ industries.

- **Web content development:** Content creation, copywriting, proofreading, editing, and updating based on company and industry materials, interviewing, and research.
 - **Search engine optimization:** Planning, strategy development, keyword analysis, on-page SEO, off-page SEO, site architecture and technical SEO implementation, and evaluation.
 - **Digital marketing:** Pay-per-click campaign setup, management, and reporting; e-newsletter development; social media account setup, management, content creation, and reporting.
 - **Needs assessment:** Site health reporting with recommendations; strategy development; stakeholder and team collaboration.
 - **Custom website design:** Branding, photo sourcing, editing, user experience evaluation.
 - **Website development:** HTML, CSS, PHP, JavaScript, and WordPress.
 - **Platform management:** Security and software updates; disaster recovery.
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PROFESSIONAL EXPERIENCE

Freelance SEO Copywriter (Remote), Roanoke, VA April 2023 – Present

- Editing, quality control, template consistency checks, editing, and proofreading web assets.
- Keyword research and search engine optimization for PDFs, landing pages, and other website assets.

Blogger / Social Media Content Creator, Roanoke, VA Aug 2010 – Present

- janeson59.com: *A Quirky Mind*. Addressing mental health issues, self-help tips, personality types, and social issues, as well as genealogy and family history. On Instagram [@janeson59](https://www.instagram.com/janeson59).
- insightsfromtheoutside.com: *Insights from the Outside: Appropriate Responses to Life's Absurdities*. Satirical social commentary. On Instagram [@insightsfromtheoutside](https://www.instagram.com/insightsfromtheoutside).

Website Developer / SEO Specialist / Owner, JTKWeb, Roanoke, VA Jan 2001 – Dec 2019

- Experienced with time and project management for multiple clients and projects by remote collaboration.
- Demonstrated ability to explain complex technical concepts and communicate effectively with people from diverse backgrounds and cultures.

Notable Achievements:

- First website development firm in Roanoke, Virginia, offering search engine optimization services.
- Wrote whitepapers found nationally on the first page of search engine results pages (SERPs), resulting in being hired by companies in New York, New Jersey, North Carolina, Florida, Texas, and Washington, DC.
- Developed a website for a local manufacturing company that resulted in its first international client.
- Developed a website for a local real estate agent, resulting in national clients and a local newspaper feature article.
- Increased traffic to a university website by 300% over three years.

Freelance Columnist, [Valley Business FRONT](http://valleybusinessfront.com), Salem, VA Nov 2009, Feb 2010 – Oct 2011

- Wrote "NetFRONT," a monthly column for business owners and executives on technology and business use of the Internet. Won editor's Columnist of the Year awards in 2010 and 2011. A portfolio of my articles is available on my website at <https://janesonkeeley.com>.
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EDUCATION

Certificate of Advanced Studies in Computer Studies, [Hollins University](http://hollins.edu), Roanoke, VA

Master of Science in Special Education for Emotionally Disturbed Children, [Radford University](http://radford.edu), Radford, VA

Bachelor of Arts in Psychology, [Roanoke College](http://roanokecollege.edu), Salem, VA