



# SMALLWOOD CONSULTING

WEB ANALYTICS, SEO, SEM, WEB DESIGN, CALL TRACKING  
EMAIL RESUMES TO [ANDREW@LOUISVILLEWEBSITEBUILDER.COM](mailto:ANDREW@LOUISVILLEWEBSITEBUILDER.COM)

## CONTACT

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New Albany, IN 47150  
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## TECHNOLOGY

Telecommunication Intelligence  
Web Development – HTML5,  
JavaScript, PHP7, CSS3,  
Bootstrap 3  
SEO – Keyword Planning,  
Onsite Optimization, Link-  
Building  
SEM- Google AdWords, MS  
Bing Ads  
Analytics – Google Analytics  
CMS Platforms – WordPress,  
Drupal, Joomla, Weebly  
E-Commerce – Magento,  
WooCommerce, X-Cart,  
Abantecart

## TECHNICAL PRE-SALES ENGINEER

### Overview

Act as strategic lead for newly developed analytics tracking application. This application applies to advertising data that enables clients to see the entire customer acquisition process and measure ad value. Clients using this service continuously improve advertising efficiency without guesswork.

Develop web service solutions for potential clients.

### Responsibilities

- Create custom solutions for potential clients preselected based on potential value
- Collaborate and develop presentation material
- Develop and manage email marketing campaigns
- Present technical solutions and historical data to clients relaying potential ROI without the use of technical jargon
- Manage current and new client relationships
- Recruit and train additional sales staff
- Collaborate and develop ongoing sales strategy
- Develop reseller, affiliate and referral network strategy

### Requirements

- Technology background
- Document activity using CRM system
- Work independently without supervision
- Strong communication skills and experience communicating with executives, entrepreneurs and key personnel
- Highly organized and efficient task management

### Additional Skills/Experience (not required)

- BS Computer Science or MBA or equivalent experience
- Experience managing teams and setting KPIs
- Advertising industry experience
- Content marketing experience

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