Josh McCann

614-439-2796
jmccann96@gmail.com

Creative and tech savvy with 10+ years of experience and extensive expertise within diverse elements of a business. Driven, dependable, self-directed and passionate with a capacity to learn and adapt rapidly as well as deliver results quickly and under pressure. Knowledgeable in project management, team leadership, design, SEO, and automation. Seeking employment in a challenging position where I can leverage my abilities and ingenuity.

Work Experience

Freelance Contributor   Shutterstock.com | 2016-Present

Create marketable visuals for royalty-free images. Link to My Online Catalog at Shutterstock
My Simplified Portfolio: https://laser-rot.com/artwork

Director of SEO   QStart Labs | Columbus, OH. | 2013-2015

Directed and managed the development of a Search Engine Optimization/Marketing department from the ground up to increase visibility for company assets. Oversaw and developed strategies, systems and automation processes to increase and streamline the effectiveness of both on-page and off-page SEO production. Oversaw Search Engine Marketing tactics, effectiveness, and conversions to increase both ROI and performance.

- Designed and managed an automated system for data collection, tasks and task assignments
- Conducted consistent meetings to monitor and modify strategies to increase effectiveness
- Created overall blueprint for on-page web content changes to increase search engine visibility
- Managed the development of various algorithms including search, scraping and analysis of data sets
- Managed content creation and editing required to implement on-page strategies
- Developed and implemented off-page operation blueprints
- Analyzed ranking reports to update and measure individual site successes.
- Dramatically increased search engine visibility for every website
- Pitched ideas and plans for development to the President and CEO

Co-Founder/COO   Pro SEO | San Diego, CA. | 2010-2013

Created a cost-effective SEO business successfully and drastically increasing traffic to our clients' websites. Responsible for day to day operations, client relations, SEO strategies, SE algorithm changes, web automation, staff management, and company organization. Designed and managed the implementation of an SEO system which reduced workforce overhead and increased net profits. The system was designed to organize the flow of customer data, content writing, and link building to utilize as little manpower as possible while increasing campaign effectiveness.

- Headed all technical aspects of the overall SEO strategy
- 80% of all clients have seen first page rankings within the first 6 months
- Managed all research including search volume, growth ability, and competition
- Researched algorithm changes to continually increase client website rankings
- Oversaw entire company infrastructure including personnel and technology
- Innovated efficient automation techniques and significantly reduced overhead
- Identified and innovated new and expanding approaches to automate additional campaign processes
- Maintained client relationships that created a flow of referral business
- Designed overall system architecture as well as front and back end usability
- Designed Monitored and maintained true and accurate case study data sets, and images

Skills

Graphic Design
Illustration
3D modeling
Team Mgmt.
Project Mgmt.
SEO
SEM
System Arch.
CMS Design
Automation
Testing
Email Mrkting.
Sound Design
Audio Editing
Video Editing

Soft.

Photoshop
Illustrator
Corel Draw
Zbrush
Maya
Keyshot
Sbstnce. Paintr.
Marv. Designer
MS Project
MS Excel
MS Word
MS PowerPoint
MS OneNote
Acrobat
Dreamweaver
Premier Pro
Ggl. Analytics
Wbmster. Tools
Reason
Ableton Live

Josh McCann

614-439-2796
jmccann96@gmail.com

💼 Work Experience

Director of Technology and Design	**RealEstateInvestor.com** | San Diego, CA. | 2006-2010

Assured the successful execution of Real Estate Investor's mission through design, development, and implementation management of a large social network that focused on training and services for real estate investors. Effectively managed projects as well as on-site and offshore technology teams to promote maximum growth and increase bottom-line profitability, and to ensure reliability and effectiveness. Communicated the company's technology strategy to partners and team members to ensure technology standards and best practices were consistently maintained. Assessed technical hurdles to evaluate appropriate technology platforms and best management practices in order to meet the company's growing needs. Researched new technologies and techniques to maintain a competitive edge by identifying competitive services and opportunities for innovation.

- Spearheaded the creation of a scalable platform to support high transaction volumes of over 1 million users
- Implemented technical aspects of help-desk system, affiliate system, and email marketing system built from the ground up
- Increased SEO rankings for highly competitive keywords from not found in first 1,000 results to first page
- Increased email marketing deliverability rates 100% over 3 months
- Designed and managed implementation of scalable search engine optimization system, $1M in revenue in the first 3 months
- Oversaw entire company technology infrastructure including servers, websites, and software
- Responsible for hiring and management of all IT and design staff
- Prioritized development and design ideas from both staff and end users to expand functionality and enhance user experience

IT/Design	**eExperience Inc.** | Columbus, OH. | 2003-2006

Created an online social community for young adults with over 50K users with very limited resources. Instrumental in many facets of the company's development and growth including the drafting of the business plan, marketing and monetization strategies, company infrastructure and website requirements.

- Responsible for 100% of the website specifications, interface design, prototyping and wireframes
- Managed off-shore programming team all of which spoke very little English
- Designed logo as well as the majority of the high-level website designs and graphics
- Implemented some parts of website design using HTML and CSS

🎓 Education

Columbus College of Art and Design	2007
B.S. Media Studies	

2D Design, Color Concept, Drawing, Figure Drawing, Structural Drawing, Anatomy, Digital Design, Traditional Animation, Video

- Worked on the Media Studies IT team
- Worked on the Media Studies IT Helpdesk
- Numerous works featured on the school website as well as feature displays on campus.
- High pressure environment with tight deadlines