

**Sebastian Dean Beaton | Mobile: 07590 005944 | Email:69degreesc@gmail.com**

### **SEO Specialist & Front end Developer**

4 years Professional experience as a front end CMS web developer & 2 years in the field of SEO.

On-page and Off-page SEO, knowledge of advanced SEO and SEM techniques including:

- Keyword research, keyword competition For Organic and PPC traffic.
- Creating optimised content, use of anchor text, alt tags etc,
- Template optimisation, HTML & CSS validation
- Analysis of competition websites (keywords and Link building Prospects)
- link building campaigns, (article and directory submissions and link exchange etc)
- Analysis of SEO campaigns using Google Analytics,
- Use of Web 2.0 platforms & Social media Sites(YouTube, Facebook, Twitter etc)

Front end Development skills include

- Hand coded HTML, CSS, Javascript.
- Joomla (CMS), Joomla template construction and modification, understanding of PHP & MySQL
- Training, upgrading, maintenance, administration, building bespoke templates,
- E-commerce sites, galleries, magazine sites, cloning sites,
- HTML Sites, HTML templates from design

I am up to date with the latest technologies and techniques. I also run a small online store to practice some of the newer SEO and marketing techniques that I come across.

### **EXPERTISE HIGHLIGHTS**

<b>ON-PAGE OPTIMISATION OFF-PAGE OPTIMISATION</b>	<b>LANGUAGES/ SOFTWARE USED/CMS</b>
Content optimisation, Optimised HTML tags Article submission to web 2.0 platforms Keyword research Back link building Template optimisation, Blog submissions Html and CSS validation Social media optimisation Google Webmaster tools Market Samurai(Keyword optimisation)	HTML, XHTML, CSS jQuery to create rich interactive content PHP & MySQL(Customising scripts and Joomla) Joomla Content Management System HTML news letters, Panic Coda (hand coding HTML & CSS) Dreamweaver jQuery (javascript framework) - basic Photoshop - good (image manipulation)

### **PROFESSIONAL EXPERIENCE**

#### **Aspen Pumps Ltd - Dec. 2008 - current**

Title Front end Developer & SEO

Responsibilities include:Setting up and managing Multilingual Company websites(main company sites as well as 30 country specific sites.)

- Development and construction of sites using joomla CMS.
- Customising Joomla to fit the needs of the company, creation of a "multi-lingual-content template system"
- Developing online brand awareness and marketing with the design team.
- On-page optimisation including page structure and content for search engines.
- Keyword research and competition analysis including country specific keywords.
- Maintenance for all sites including backups, updates, upgrades and additions, analysing and reporting traffic trends, developing and measuring success of new features using Google Analytics.
- Liaising with foreign distributors to help develop country specific web sites in accordance with local culture, and dialects as well as product specific differences.
- Link building campaigns and developing country specific procedures to help drive traffic to the sites.
- I was in the process of setting up the company HTML news letter and looking at the potential for setting up a company blog.

**VeriteCM Ltd - Feb. 2008 - Dec.**

Title: Web Developer.

Responsibilities include: Support in developing and defining company process.

-Developing and constructing company sites in partnership with the designer.

-Maintenance, administration, backups, updating Content Management systems

-Research into other areas such as marketing, SEO, Usability of websites.

**Recently Completed Projects**

<p><a href="http://aspenpumps.com">aspenpumps.com</a>  Technology used: Joomla CMS  SEO: Keyword research, content optimisation, link building, Google Analytics for reporting and campaign management.  Purpose of site: Product Information  Role in the project: Developer, web master, and administrator</p>	<p><a href="http://bigfootsystems.co.uk">bigfootsystems.co.uk</a>  Technology used: Joomla CMS  SEO: Keyword research, content optimisation, link building, Google Analytics for reporting and campaign management.  Purpose of site: Product Information  Role in the project: Developer, web master, and administrator</p>
<p><a href="http://biltongonline.co.uk">biltongonline.co.uk</a>  Technology used: Joomla CMS  Purpose of site: e-commerce, SEO test site  SEO: Keyword research, content optimisation, link building, Google Analytics for reporting and campaign management.  Role in the project: Developer, web master, and administrator</p>	<p><a href="http://69degreesc.co.uk">69degreesc.co.uk</a>  Technology used: Html, CSS, Flash Javascript (jquery).  Purpose of site: New portfolio and freelance site.  SEO: Keyword research, content optimisation, link building, Google Analytics for reporting and campaign management.</p>

For more information on my projects please visit [www.69degreesc.co.uk](http://www.69degreesc.co.uk)

**EDUCATION**

1991-1994: UNIVERSITY OF NATAL PMB- SOUTH AFRICA

Bachelors in Social Science (Psychology, Sociology)

**ABOUT ME**

I have a keen interest in digital photography, I have spent some time travelling around the world, I consider the knowledge gained from this an asset.

-I spend a lot of my spare time doing research and developing my skills and abilities in the areas of web development, SEO and online marketing.

-My past experience in finance coupled with current experience in areas such as project management, usability, standards SEO, Marketing and good coding practices, gives me a good business sense and understanding of what is a required to ensure that my skills compliment good business practice.

Previously to working as a developer I was working in finance.