

Levi Anderson  
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Website Development and Consultation

**Objective:** My goal is to help small business, artists, and entertainers develop the online presence they need to successfully capture an audience. I apply my own technical skills with a unique and learned knowledge of the current online environment to apply the proper design, coding, media, applications, and SEO strategies for each project that presents itself.

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**Laura Shearer Natural Beauty Products**

**Wilsonville, OR - (503) 582-8337**

**Duties:** Content Mngmt., Website Development, Graphic Design Mngmt., and SEO Consulting/Development **(2007 - present)**

Using a Joomla CMS Framework and VirtueMart eCommerce Component that was already set up for this company, I came on board to produce some design changes and learned that the backend of the Joomla/VirtueMart Framework needed upgrades and modifications, as well. I successfully migrated this website from a Joomla 1.0.x/Virtuemart 1.0 Framework to the Joomla 1.5.x/Virtuemart 1.1 Framework.

**Mental Records**

**Medford, OR - (541) 245-1900**

**Duties:** Content Mngmt., Multimedia Development (video, Flash components), Graphic Design, Email Marketing, and SEO Consulting/Development **(2008 - present)**

I was able to incorporate an original website design from this company into the Joomla CMS Framework, retaining key multimedia components such as a Scrolling Flash Header and various video and mp3 players. I managed the configuration of a VirtueMart eCommerce Component to help Mental Records manage online sales of band albums and merchandise from within the same Admin Area as they manage their main web content. I consulted on the design and implementation of Email Marketing Campaigns, analyzing Search Engine Optimization (SEO), and increasing Search Engine Result Page (SERP) Visibility.

**Neighborhood Gourmet Partners, dba Allyson's Kitchen**

**Ashland, OR - (541) 482-2884**

**Duties:** Content Mngmt., eCommerce Mngmt., Social Network Marketing, Email Marketing, Multimedia Development (video for web), Graphic Design, and SEO Consulting/Development **(2007- 2009)**

Managing the online presence of this kitchenwares and gourmet foods retailer was a vast undertaking. The website and eStore are managed through the AspDotNetStoreFront (ASPDNSF) eCommerce Platform. Additional online presence is managed through hosted blogs, video sharing websites, and regular email campaigns. During the last year I was with the company, allysonskitchen.com saw average daily user traffic increase by nearly 500% (from Jan. 2008 to Jan. 2009). Online sales steadily increased by at least 150% month to month throughout 2008 (with the exception of 2 months).

**Additional Clients:** SOFaT, Luxury Lagoon Pools, Wright Chevrolet Inc., Wheat Springs Bakery

**Language Proficiencies:** XHTML, PHP, MySQL, XML, CSS, JS

**Web App Proficiencies:** ASPDNSF, Joomla 1.0.x, Joomla 1.5.x, Wordpress, Constant Contact

**Favorite Apps:** PhotoShop, Fireworks, DreamWeaver, Flash, Final Cut Pro