

Diane M. Aull

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SUMMARY

A website manager, online marketer and writer located in the Research Triangle area of North Carolina. Special expertise in search engine optimization (SEO), copywriting / technical writing and e-commerce conversion optimization.

SELECTED ACCOMPLISHMENTS

- **Revenue and Sales:** For B2B e-commerce site, increased sales 33% for calendar year 2007 over 2006, following an increase of 21% for 2006 over 2005.
- **Conversions:** Achieved average conversion rates of 9.1% (2006), 10.1% (2007) and 11.6% (2008 to date) for corporate e-commerce site.
- **Traffic:** Doubled monthly traffic to corporate website through basic optimization techniques.
- **Search Engine Rankings:** Obtained multiple first page rankings on major search engines (with "SiteLinks" listings on many search terms in Google) for corporate website.

EXPERIENCE:

ACROPRINT TIME RECORDER COMPANY (Raleigh, NC)

Website Manager/eCommerce Marketing Specialist, Feb. 2004 – present

- Maintain, update and enhance multiple corporate and subsidiary company websites, including three e-commerce store sites. Responsible for all aspects of site development: design and code pages, develop site architecture, install and configure content management systems, write content and copy, optimize graphics, etc.
- Design and develop online surveys and landing pages to support direct mail, product promotions and other marketing campaigns..
- Provide copywriting, technical writing and proofreading/editing services to various project teams.

NINEYARDS.COM (Clayton, NC)

Owner, Jan. 2000 – present

- Conduct detailed site usability and optimization reviews for clients and on behalf of other search optimization firms.
- Design, maintain, develop content for and promote small business and entertainer Web sites.

KNOWLEDGE TRANSFER INTERNATIONAL (New York, NY)

Contract Technical Writer, Mar. 1998 - Dec. 1999

- Specialized in the financial services industry: designed and coded custom WBT courses for training new employees of a securities trading company, coded HTML Help pages for a Web-based insurance broking application, and developed Windows Help and an end-user manual for a portfolio analysis application.

LEVERAGED TECHNOLOGY, INC. (New York, NY)

Consultant/Technical Writer, July 1997 - Mar. 1998

ERNST AND YOUNG, LLP (Lyndhurst, NJ)

Help Desk Supervisor, Sept. 1994 - July 1997

FIRST FIDELITY BANK (Newark, NJ)

Management Control Analyst, Dec. 1992 - Sept. 1994

MIDLANTIC NATIONAL BANK (Cedar Knolls, NJ)

Business Analyst, Oct. 1990 - Dec. 1992

WHIRLPOOL CORPORATION, Nov. 1982 - Oct. 1990

Call Center Supervisor (Fairfield, NJ)

Data Control Analyst (Columbia, SC)

Cost Accountant (Columbia, SC)

PRICE WATERHOUSE (Columbia, SC)

Staff Accountant (Auditor), July 1980 - Oct. 1982

ADDITIONAL:

Part-time Adjunct Instructor of Cost Accounting at Columbia College (Columbia, SC) and Newberry College (Newberry, SC) in 1983 - 1985.

TECHNICAL SKILLS:

Web/Internet:

HTML/XHTML; CSS; WordPress; Joomla; HomeSite; Google Analytics; FastStats Analyzer; ShopSite Pro; Mal's e-Commerce; Apache Server; Microsoft IIS; accessibility standards (Fed. Sec. 508 and WAI); etc.

Graphics:

Adobe Photoshop; Paint Shop Pro; ULead PhotoImpact; etc.

Desktop publishing/general office:

Microsoft Office; MS Word; Access; Powerpoint; Excel; Outlook; MS Project; Macromedia Freehand; Microsoft Publisher; Serif PagePlus (PDF Edition); Adobe Acrobat/PDF; RoboHelp; etc.

EDUCATION:

Bachelor of Science in Accounting, Newberry College (Newberry, SC)

- Graduated in top 10% of class; degree awarded with honors.
- Received American Legion Award for outstanding campus involvement.
- Elected to business and music honorary societies.

SELECTED COURSES AND SEMINARS:

- Attendee / live blogger, **Small Business Marketing Unleashed** conference, Houston (April 2008)
- Attendee, **Search Engine Strategies** conference, San Jose (Aug. 2007).
- Student, **Fundamentals of Online Testing** - six week course, online (April 2007). Presented by Marketing Experiments.
- Instructor/Presenter, **High Rankings SEO and Marketing Seminar**, Walnut Creek, CA (March 2006). Topics presented included search friendly design, accessibility and usability.
- Attendee, **Search Engine Strategies** conference, New York City (Feb. 2006).

CERTIFICATIONS:

- Brainbench.com transcript ID#: 183654

OTHER:

- Search Marketing Columnist, **Search Engine Guide**, April 2007 – present
- Moderator, Search Engine Friendly Design & Usability board, **HighRankings.com Search Engine Optimization forums**, Feb. 2004 – present.
- Moderator, **Small Business Ideas forums** (www.SmallBusinessBrief.com), Sept. 2007 – present.
- Member, **Triangle Interactive Marketing Association**
- Contributing Author, **Successful-Sites.com**
- Category Editor, **Skaffe.com** and **MusicMoz.org**
- Interviewed for **SearchMarketingGurus.com** "Women of Internet Marketing" series (<http://tinyurl.com/4vtvhx> to view article).
- Selected Social Media Profiles:
www.Linkedin.com/in/torka
www.Facebook.com/people/Diane_Aull/689439017
www.Twitter.com/Torka