

DIANE M. AULL

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SUMMARY

An experienced marketing communications professional and website manager located in the Research Triangle area of North Carolina. Special expertise in search engine optimized (SEO) copywriting, conversion optimization for ecommerce sites, social media marketing and web content generation.

EXPERIENCE

ACROPRINT TIME RECORDER COMPANY (Raleigh, NC)

Website Manager, Feb. 2004 – present

- **Marketing communications / social media:** Produce high-converting website copy and content, white papers, blog posts, customer newsletter articles and press releases. Established corporate blog and monthly customer newsletter. Set up and manage corporate social media presence. Design landing pages and mini-sites to support direct mail, product promotions and other marketing campaigns.
- **Online advertising:** Manage pay-per-click and other online advertising campaigns to produce positive ROI.
- **Website management:** Administer all aspects of operations for B2B corporate and subsidiary company websites, including ecommerce and lead-generation sites. Install and configure content management systems and scripts, design site architecture and page layout, code templates and pages, manage web store back office operations, run web analytics, test alternate page layouts and content.

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

- Designed and coded web-based training (WBT) courses for a securities trading company, coded HTML Help pages for an insurance broking application, and developed Windows Help and an end-user manual for a securities portfolio analysis application.

EXPERIENCE (CONTINUED)

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; Google Analytics; Google Website Optimizer; Google AdWords; ShopSite Pro; Mal's e-Commerce; Smarty templates; accessibility standards (Fed. Sec. 508 and WAI); etc.

GRAPHICS:

Adobe Photoshop; Flash; Adobe Captivate.

DESKTOP PUBLISHING/GENERAL OFFICE:

Microsoft Office; MS Word; Powerpoint; Excel; Outlook; MS Project; Macromedia Freehand; 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** conferences, Houston TX (April 2008) and Columbus OH (September 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).

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. (User ID: "Torka")
- Moderator, **Small Business Ideas forums** (www.SmallBusinessBrief.com), Sept. 2007 – present. (User ID: "Torka")
- Member, **Triangle Interactive Marketing Association**
- 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/torka
www.Twitter.com/torka