

DIANE M. AULL

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ABOUT ME

An experienced B2B full stack marketer and website manager located in the Research Triangle area of North Carolina. Expertise in content marketing, conversion optimization, search engine optimization (SEO) and social media marketing. Rabid chocoholic and unrepentant Monkees fan.

WHAT I'VE ACCOMPLISHED

ACROPRINT TIME RECORDER COMPANY (Raleigh, NC)

Website Manager, Feb. 2004 – present

- **Marketing communications / social media:** Develop and execute marketing communications strategy. Maintain corporate blog. Edit customer newsletter sent to over 900 subscribers monthly. Establish, monitor and update corporate social media accounts. Write and distribute news releases. Review, edit and proofread content produced by others.
- **Sales:** Monitor performance of ecommerce and lead generation websites. Maintain an average 5.5% conversion rate for B2B ecommerce site. Manage web store back office operations.
- **Digital 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. Write all web content and copy, generate and review web analytics reports, set up and evaluate A/B tests, install and configure software, update code, etc.

NINEYARDS.COM (Online/virtual)

Owner, Jan. 2000 – present

- Conduct detailed website usability and optimization reviews for clients and on behalf of other search optimization firms.

KNOWLEDGE TRANSFER INTERNATIONAL (New York, NY)

Contract Technical Writer, Mar. 1998 - Dec. 1999

LEVERAGED TECHNOLOGY, INC. (New York, NY)

Consultant/Technical Writer, July 1997 - Mar. 1998

Additional experience includes positions with Ernst & Young / EY (Lyndhurst, NJ), First Fidelity Bank (Newark, NJ), Midlantic National Bank (Cedar Knolls, NJ), Whirlpool Corporation (Fairfield, NJ and Columbia, SC) and PriceWaterhouse (Columbia, SC), as well as part-time Adjunct Instructor positions at Newberry College and Columbia College.

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, **Internet Summit** (2011-2013) in Raleigh NC.
- 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).
- Instructor/Presenter, **High Rankings SEO and Marketing Seminar**, Walnut Creek, CA (March 2006). Topics presented included search friendly design, accessibility and usability.

ADDITIONAL INFORMATION

- Search Marketing Columnist, **Search Engine Guide**.
- Moderator, **HighRankings.com Search Engine Optimization forums**, since Feb. 2004.
- Moderator, **Small Business Ideas forums** (www.SmallBusinessBrief.com), since Sept. 2007.
- Content Officer (2014), **Triangle Interactive Marketing Association**.
- Member, **American Marketing Association**, Triangle Chapter.
- Was interviewed for **SearchMarketingGurus.com** "Women of Internet Marketing" series (<http://tinyurl.com/4vtvhx> to view article).
- Selected Social Media Profiles:
 - LinkedIn:** www.Linkedin.com/in/torka
 - Twitter:** www.Twitter.com/torka
 - Google+:** [plus.Google.com/+DianeAull](https://plus.google.com/+DianeAull)
 - Facebook:** www.Facebook.com/torka