

Jay-Paul Thibault

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To Whom It May Concern:

With more than 11 years of experience in SEO and online marketing, my entrepreneurial spirit, sales background, technical knowledge, business management experience, and teamwork skills make me a strong asset to your company.

In 1998 I co-founded Web Marketing Ventures (WMV), an online retail company I structured as a client-centered enterprise. My company's success rested with solid customer service and our ability to position websites consistently in the top five on the major engines and directories.

Using The Long Tail (before the term was even coined), I turned my initial investment of a few thousand dollars into a company with seven-figure revenues and a net profit consistently in the double digits. What started as a shipping pallet's worth of space in my basement grew into a 9,000-square-foot warehouse.

In my six years of co-ownership, I relied on my flexibility and innovation to develop and implement WMV's sales and marketing strategies. I further created a CRM system for order processing and inventory control, and oversaw office and warehouse operations. My responsibilities, however, were never limited to management. Typically working more than 14 hours a day, I frequently stepped in to take calls for our 24-hour customer phone service and help with shipping. I was always conscious of attaining our long-term goals, but let the changing needs of the business dictate my daily responsibilities.

Over time our staff grew from 2 to 15 employees. I was instrumental in training them in all facets of the business. By the time I sold my stock in November 2004, our revenue had grown over 4000% and we became one of the largest dealers of All-Clad cookware and Wusthof cutlery in the United States.

After selling my business, I took the opportunity to enjoy my success by embarking on a new challenge: a seven-month, 9,300-mile bicycle tour of the continental United States. I traveled both by myself and with up to 16 people for extended periods. While a different arena from that of WMV, my adventure allowed me to expand on some of the skills I had developed in the business world. It gave me the opportunity to work with a team, further develop my communication skills, and achieve additional personal goals.

Since finishing my trip I have focused my time on furthering my knowledge of SEM, building multiple affiliate sites, and taught several others advanced SEO techniques and how to run successful PPC campaigns.

In my years of online business I developed a strong understanding of merchandizing and sales techniques, a creative approach to problem solving, and solid interpersonal and leadership skills. Yet, even with all of my experience I am still open-minded and always eager to learn. I set aggressive goals for myself and consistently meet or exceed them. These traits, combined with my thorough knowledge of computers and search engine technology, make me the perfect fit for SEO teaching and consulting.

I look forward to speaking with you.

Best regards,



Jay-Paul Thibault

OBJECTIVE

Obtain a position teaching, or working with SEO & PPC marketing.

QUALIFICATIONS

- As co-founder of Web Marketing Ventures (WMV), expanded a small investment into a multi-million-dollar corporation by managing opportunities and consistently keeping its sites in the top 10.
- Designed and programmed the CRM system for WMV.
- Demonstrate strong verbal and written communication skills.
- Possess over 11 years of SEM and have utilized PPC marketing since its inception.
- People skills and intense drive to succeed will ensure formidable results in the workplace.

EMPLOYMENT

- 2004-Today Independent political and e-commerce consulting, Amelia Island, FL
- Designed and implemented internet marketing sites for small businesses and political campaigns.
 - Worked with small business owners and candidates to increase capital flow and general web presence via search engine optimization and PPC marketing.
 - Obama campaign Deputy Field Organizer, was responsible for all aspects of GOTV operations for Fernandina Beach. Democrat voter turnout increased over 50%.
- 1998-2004 Co-founder and vice-president; WMV, Atlanta, Georgia.
- Within three years, converted a personal investment of a few thousand dollars into a seven-figure revenue by establishing company sales policies, procedures, and marketing strategies that consistently increased revenue.
 - Focused on B2B and B2C sales.
 - Designed and programmed the CRM system.
 - Designed web page layout to maximize customers' choices and minimize the number of pages viewed before finalizing purchase.
- 1997-1998 Software developer, Interflow, Atlanta, Georgia
- Designed software with a focus on creating efficient user interfaces.
 - Worked with programmers to optimize functionality with usability.
- 1996 Olympics computer team, IBM, Atlanta, Georgia
- Designed backup statistical reports for several venues at the Summer Olympics.

TECHNICAL SKILLS (Included next to each application is a number representing my ability 1=novice 10=advanced/teacher)

Proficient in primary software applications such as Windows OS^(8.5), Apple OSX⁽⁷⁾, Linux OS⁽⁶⁾, Word⁽⁹⁾, Excel^(9.5), PowerPoint⁽⁶⁾, HomeSite 5.5⁽⁹⁾, Lotus Notes⁽⁸⁾ and Photoshop CS2^(9.8).

Secondary application experience includes Web CEO^(8.5), AdWords Editor⁽⁹⁾, Keywords Analyzer⁽⁹⁾, Google Goggles⁽⁹⁾, GSiteCrawler⁽⁹⁾.

Online marketing tools: Google Adwords^(9.7), G' Analytics^(9.5), G' Ad Sense⁽⁹⁾, G' Web Tools^(9.5), Yahoo Marketing Solutions^(9.3), MIVA⁽⁹⁾, MSN AdCenter⁽⁹⁾.

Posses own web server and an extensive understanding of computer technology and hardware, including ftp⁽⁹⁾, and putty⁽⁷⁾, a moderate level of MySQL⁽⁶⁾, PHP⁽⁶⁾, Apache⁽⁶⁾, and LotusScript⁽⁵⁾.

EDUCATIONAL

- 1997 B.A. Psychology, University of Maine, Orono
- 1997 National Outdoor Leadership School (NOLS), Kenya (final semester at UMO)
- 1993 Dale Carnegie Sales Course

References furnished upon request.