

STEVEN SENTOSA

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Career Summary: A result-driven Online Marketing Specialist with over 3 years of in-depth experience in IT and Online Marketing. Successfully helped companies to achieve page #1 in search engines. Increased company's exposure through SEO, PPC and lead generation plans. Strengths in:



- Business Development
 - Search Engine Marketing (SEM)
 - Search Engine Optimization (SEO)
 - Lead Generations
 - Software and Web Development
 - Social Media Marketing
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PROFESSIONAL EXPERIENCES

SEO/PPC Specialist

09/20/2010 – Present

Peach Trader, Inc. - ACityDiscount.com. Norcross, GA.

- Managed a yearly budget of \$500,000 for large pay-per-click campaigns in Google Adwords, Bing Ads, and various comparison search engines
- Optimized a B2B e-commerce website for search engines, usability and flow to increase conversion.
- Monitored brand awareness through Web Alerts and various Social Media signals.
- Created data feed list for SortPrice.com, PriceGrabber.com and Bing Shopping

Online Community Manager

06/22/2010 – 07/02/2010

Community Sherpa. Short-term project at Network Communication, Inc. Lawrenceville, GA

- Wrote 40 blog posts to promote different apartment communities and various hyper-local events
- Optimized 20 websites for search engines using specific set of keywords
- Monitored Facebook and Twitter accounts from 20 different apartment complexes using HootSuite

Web Developer Intern

06/01/2008 – 07/15/2008

Enesis Group. Jakarta, Indonesia.

- Developed company's official website using HTML and PHP
- Updated company's website information as needed
- Troubleshoot server and internal computer network problems

Internet Marketing Specialist

09/01/2006 – 04/30/2008

Alright Then LLC. Fremont, CA.

- Generated periodic marketing report using Google Adwords and Google Analytics metrics
 - Managed Google Adwords PPC campaign (successfully lowered budget by 20%)
 - Optimized websites using latest SEO techniques (successfully achieved #1 page on Google)
 - Generated 1500+ leads using Funneling Lead Generation Techniques
 - Managed Email Newsletter for 1500+ subscribers using Auto Response Plus
 - Conducted keyword research for a Costa Rica real estate company
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EDUCATION BACKGROUND

Master of Business Administration (MBA) Pensacola Christian College - Pensacola, FL. **GPA: 3.6**
Concentration: Business Management. Attended from 2007- 2010.

Bachelor of Science (B.S.) Pensacola Christian College - Pensacola, FL. **GPA: 3.67**
Major: Computer Science and Software Engineering; Minor: Mathematics. Attended from 2003-2006.