



Wicksell Metellus

954.937.4078

wicksell@metellus3d.com

<http://www.metellus3d.com/>

SOFTWARE/SKILLS

Adobe Creative/Web Software	JavaScript	Affiliate Marketing
CSS	Print/Web Advertising	Google Adwords/Adsense
MS Visio & MS Office 2007	Organic Search	Yahoo! Search Marketing
Motion Graphics	Net Insight	3D Modeling/3D Animation
HTML/XHTML	Adbrite	Google Analytics

CLIENT/PROJECT LIST

Kodak/KodakExpress.com	RV.Net/RVSearch.com	CampClubUSA.com
mFmCorp.com	GoodSamClub.com	SoCalSolarInc.com
SebekaWines.com	Woodalls.com	TrailerLifeDirectory.com

EXPERIENCE

Affinity Group / Affinity Media, Bowling Green, KY 2007-Present
Interface Designer /SEO Specialist

- Created Wire frames, Sitemaps, Prototypes and UI Mockups using Photoshop, Illustrator
- Headed Redesign Projects for Existing Sites as well as Implementing new Functionality
- Worked Alongside Project Managers and Developers to Launch and Develop new Sites
- Implement SEO best practices throughout 15+ sites within the Affinity Media network
 - Optimized link structure, meta tags, link building, & content
 - Incorporate Google Webmaster Tools/Technical SEO analysis, Google Analytics
- Served as the liaison for external SEO/SEM vendors and Affinity Media business owners
- Launched external advertising efforts, handled ad creation and performance reporting

Rabinovici & Associates, Miami, FL 2005-2007
Multimedia Designer/Web Content Specialist

- Create motion graphics, 3D renderings, flash animations, UI, and Mockups (For Kodak)
 - Used Dreamweaver, XHTML/HTML, CSS, JavaScript, Fireworks, and Illustrator
- Optimize site content for Organic SEO and return visits
- Ensuring keyword density, correct use of Title, Keyword, and Description meta tags
- Work with design and development teams to implement SEO best practices

Sonshine Communications, Sunrise, FL 2004-2005
Online Media Designer/Web Specialist

- Create/Edit new media content for web and television while meeting overall project guidelines and client objectives using Adobe Flash, Dreamweaver, After FX, and Photoshop
 - Work with third party designers/developers to increase traffic and build brand recognition
 - Implement SEO best practices across web pages within the scope of each project
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EDUCATION

Art Institute of Fort Lauderdale, Florida 2003 - 2005
Associates Degree – Interactive Media and Web Design

Art Institute of Fort Lauderdale, Florida 2000 - 2003
Bachelor of Science – Media Arts and Animation
