



## Resume

Dave Webb

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## Education

AS degree - Dixie College

BA degree - BYU

Major: Communications, Honors Graduate

## Work Experience

### [www.utah.com](http://www.utah.com) - June 2003 – Feb 2010

utah.com is a website development and marketing business in the travel/tourism sector. It is a private company working in partnership with the state of Utah. It owns and operates a large, sophisticated website. In the past the company did considerable website development work for clients, but is now moving away from that activity.

I was a full-time employee until February, when I was laid off because the company decided to outsource work. I continue to serve as a contractor and do many of the tasks I did as an employee.

### Key positions

#### Content manager

- I planned content development for Utah.com
- I created content myself and also managed freelancer contractors
- I developed expertise posting content to the website, sometimes coding html pages and sometimes using database content management systems
- I also planned and developed content for many client websites
- Search engine optimization was a primary factor in content development. In every case we optimized pages to stay on top of search engine results. Utah.com appears on page 1 of google searches for hundreds of phrases.
- Write blogs, Twitter posts, info for other social media

#### Project manager

- I defined website development projects for utah.com and client websites
- I defined and prioritized tasks to be accomplished
- I assigned tasks to employees or contractors, and followed up to make sure tasks were completed on time and up to standards

## **Key skills**

- Communications – Excellent, both written and interpersonal
- Multitasking – I can prioritize and work on many tasks simultaneously
- Management – I successfully managed multiple freelancers and contractors
- Research – I did considerable research on technical topics and developed content that can be understood by normal people
- Photography – I take excellent photos and optimize them using Photoshop
- Videography – I plan, shoot, edit and manipulate video to produce clips that work on the web

## **[webbstuf.com](http://webbstuf.com) – January 2008 – present**

This is my own company, which I started to do contract work for utah.com and other clients. I work with content developers, designers and programmers to provide a full range of services related to website development, marketing and management.

## **Key Services**

- Internet strategy – Total media strategy
- Website development and management
- Website content development and management
- Ecommerce solutions

## **Key skills**

I use all of the same skills needed for my position at utah.com. In addition, I have become proficient at these tasks:

- PHP/MySQL database application programming
- Website domain management
- Email account management
- Email newsletter production
- Pay-per-click ad campaign management
- Search engine strategy and optimization

## **Utah Outdoors - April 1993 – June 2003**

Utah Outdoors was a regional print magazine focusing on outdoor recreation. I worked as a writer, editor and then managing editor, helping the magazine grow from simple black-and-white to full-color, glossy, high quality. I also developed and managed a website for that company.

The magazine was fun but never profitable. It evolved through several incarnations, finally into a company called Amazing Outdoors, and then died.

## **Personal Information**

- I'm stable, fun-loving, positive, and a group player.
- I have a serious fly fishing habit--have to get out 2-3 times a month.
- I hike slot canyons in the summer and ride snow machines in winter.
- I live in Springville, Utah, and work with companies throughout the region.

## **References – More available upon request**

**Jim Fauver**, Manager, Castle Valley Outdoors ([jim@castlevalleyranch.com](mailto:jim@castlevalleyranch.com)): Dave did a great job designing and maintaining our website [www.castlevalleyoutdoors.com](http://www.castlevalleyoutdoors.com). We gave him sketchy idea and he built a great site for our company. I would recommend Dave to anyone that has a web-related need. *(March 3, 2010)*

**Neil Wilkinson**, Director of Marketing at Temple Square Hospitality Corp ([nwilkinson@templesquarehospitality.com](mailto:nwilkinson@templesquarehospitality.com)): I have worked with Dave through many internet projects and his work is very fast and professional. He is very easy to work with and is very knowledgeable in his field. *(March 2, 2010)*

**Deb Haveron**: Tourism Director, Office Manager, Justice Court Judge, Millard County ([dhaveron@co.millard.ut.us](mailto:dhaveron@co.millard.ut.us)): We have worked with Dave for approximately 4 years on our website. He was always extremely willing to make whatever minor changes we made, and usually we had those changes completed within hours. He often adjusted his schedule to meet our deadlines. I would have no hesitation in using his services again. *(March 2, 2010)*

Thanks for your time and consideration,  
Dave Webb  
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