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Hello,

I would like to introduce myself, my background, and my work.

My name is Michael Bohatch. I am an expert in **SEO, Web Analytics & Search Engine Marketing**. I am confident my analytical skills and expertise can fulfill your needs in progressive search engine optimization. I also have much experience with **Enterprise level web sites & Content Management Systems**.

I am inquiring about the position for a **SEO Specialist** with your organization. I believe I could prove to be a great asset to your company's needs as well as offer value, insight, and progress to your team.

Please refer to my LinkedIn profile (noted above) for greater details on my experience and work history

A short introduction of my professional experience:

**15 years:**  
**SEO / SEM / Web Analytics | Inbound Marketer | Marketing**

**Certified Google Partner: Google Analytics & Adwords**  
**Certified: Excel | Inbound Marketer**

**Quick Insight on my SEO approach:**

"Thru years of experience in optimizing for a variety of medium to high end clients, my approach consists on an initial (and original) 100+ point audit & extensive ongoing 4-level SEO base action plan - (On-Page, Site, Off-page & Outer Perception)"

Please feel free to call me if you have any further questions.  
Thank you for your consideration.

I can be reached at **303-513-1953**

I invite you to check out my live info / resume websites at:  
**[www.pro-designer.net](http://www.pro-designer.net)**  
Inbound Marketing Teaching site:  
**[www.simpleinbound.com](http://www.simpleinbound.com)**

Best,  
Michael Bohatch

# Michael Bohatch

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**Objective:** To obtain a position that will utilize my skills, education, and experience.

## Search Engine:

Master SEO Consultant / auditor (prof site audits)  
(exp working with project managers, marketing and executive staff)  
SEO Strategy and implementation | Action Plans  
Planning recommendations | Inbound Marketer Instructor  
SEO - on page | off page - (in "Best practice")  
(metatags, robots.txt, sitemap.xml, site architecture)  
Visibility strategizing | Project planning & execution  
International SEO - setup, hreflang, best prac, geo-target  
Local SEO (Barnacle SEO, Citations, Tier Directories)  
SEO Project Management, Wikipedia coding

## Web Analyst:

Google Analytics Certified (campaigns, trends, event tracking, goals, tagging, filters, cross domain, advanced segments)  
Competitive analysis, positioning, niche trends, campaigns  
Data & performance analysis, custom reports  
Analyze search presence | Quartely / Annual Reports  
Keyword analysis / researcher / rankings / suggested terms  
Site / Customer - Behavior & Trend Analysis  
**Certified:** Excel 2010 - Advanced (9 certifications)  
Moz Analytics, Radian6, Leadlander, SEMrush

## Search Engine Marketing (SEM):

Google Partner: Certified Adwords  
Adwords | PPC (Best practices, consult, advise, manage accounts, setup, billing - Adwords Editor)

## Blogging:

Content creation, landing pages, publishing, design  
CMS Expert: **Wordpress** | **SDL Tridion** | **DNN** | **MicroS**  
Creative content writing | Page SEO optimization  
Content recommendations, viral medias and blogging trends  
Social Media integration | RSS feeds | Custom RSS  
Managed over 60 authors & content contributors

## Software: internet

**Google Analytics, Adwords, Adsense**  
Google | Bing - Webmaster Tools, Keyword Tools  
Social Media Platforms: (G+, Twitter, FB, LI, YT)  
SEO - various web data software (tracking, optimize, analysis)

## Software: graphics, video

Excel	Powerpoint
DreamWeaver	Quark Xpress
Wordpress	Word, InDesign
Photoshop	Encore DVD
After Effects	Email marketing: Interspire
Visio	Email marketing: Responsys
Acrobat	Premiere, Fireworks, Flash
Illustrator	

## Marketing:

Expert proficiency in social media marketing & networking  
**Social media** platforms expert - accounts manager  
(SEO, setup, design, posting, engagement & traffic building)  
HTML, customer marketing, Lead Generation  
driving: buzz, trends, awareness, niche  
Account networking, user profile targeting, geo-targeting  
**Direct Marketing** experience (also Brand / Social)  
Project Management | Day to day & community management  
Blogs, forums, tracking | Messaging & auto scheduling  
Execution of Marketing initiatives  
Inbound Marketing management experience (employees)  
Adwords campaign management (w keyword research)  
2nd level marketing (Reddit, Stumbleupon, Delicious...)  
Company presence maintenance, leveraging brand initiatives  
Landing pages, contests, & PR postings  
Account management - assets, account, documentation  
A/B multivariate testing  
Maintain continued knowledge of Search Engines & trends

## Internet / Web Skills:

Expert proficiency in DreamWeaver  
Experienced in Enterprise level websites  
(including site migrations)  
HTML, CSS, XHTML | SQL / front end (basic)  
UX Interface design | Web Designer  
Experience with 4 Content Data Management systems:  
**Wordpress** (custom sites) - design, coding, & security  
**Microsoft Content Management Server** (MCMS),  
Email campaigns / marketing / list management  
design, coding, distribution, filtering  
Production experienced, R&D, & archiving  
Wire framing, page schematics, prototypes, full screen comps  
Meta tags, site maps, RSS feeds (& custom), anchor text links  
Custom form applications, Electronic publishing (pdfs)  
Web Forms / PDF & FTP management  
Forum management & customization  
Web assets management / creation  
Internet sound files, podcasts  
Internet production scripts, site maintenance  
Flash and other web media - (animations, videos)  
JavaScript, PHP, ASP - (basic knowledge only)  
Web publishing content management  
Campaign skins, banner ads, graphics optimization  
Cross browser testing, style guides  
Domain setup & registrars

## Video:

Editing, production, creation, motion graphics (After Effects)  
Viral Marketing | Promos | Tutorials | Video SEO Optimization  
YouTube optimization (proven 50-70% increase)

**Computer:** Windows / MAC

**EMPLOYMENT: CURRENTLY SEEKING IN HOUSE POSITION - PREF: MARKETING, CREATIVE OR WEB TEAM**

**SEO Manager | Web Analyst | Adwords (SEM) Manager (in-house & remote)**

**Truven Health ([truvenhealth.com](http://truvenhealth.com) | [micromedex.com](http://micromedex.com))** April 2013 - present

**Job Functions:** SEO & Social Media Strategist, Inbound Marketing, Report content

**Doubled+ organic traffic in first year | CMS: DotNetNuke - full migration of 4 websites**

SEO Ambassador for 2000+ employee company - Best practices & Corp Instructor

Marketing SEO / SEM / Web Analytics: Trainer / Strategist ( 6 Primary Marketing Segments )  
(Employers, HealthPlan, Government, Pharma, Hospitals, Clinicians)

Marketing Web Analytics (Monthly Reporting to Administration) | Adwords manage | Best pract.

Web Analytics: Google Analytics, SEOMoz (MOZ), Radian6 | SEM: Adwords Management

Google Analytics: tagging, reporting, dashboards, customization, filters, goals, regex, profiles

Social Media Strategist Advisor | International SEO | Web Services / Marketing Liason

**Web Marketing Specialist | Inbound Marketer | Lead SEO / Web Analyst**

**Insurance Technologies ([www.insurancetechnologies.com](http://www.insurancetechnologies.com))** June 2011 - April 2013

**Job Functions:** SEO & Social Media Strategist, Inbound Marketing, Report content,

Web Analytics (Google Analytics, Leadlander, Compete & Others), Analytics: Translate Qualitative

Data, Recommend & provide Tracking Reports, Executive Quarterly / YR Google Analytics

Analysis (Trends, Organic), Lead Keyword Research & Analysis reporting, Social Media Manager

(grow social platforms, post, design, manage social media department) Strategic Analysis,

Provide SEO tactical initiatives & implement strategies, Site Audits, Structural Coding Practices,

White Hat Tactics, Leverage Links & External Content, Manage & present Competitor Analysis,

Blog Management (Recommend, Write, Publish - New Site Content), Create & Edit

corporate virals & promo videos. Instructor: SEO / SM Best Practices, Customize RSS Feeds,

Update Marketing Dept on SEO Trends, changes, & online social spaces. Research industry

**Contractor: SEO | Web Analyst | Marketing** Dec 2008 - June 2011

*Compassion International:* Interactive Web Specialist | SEO

*1st Quality Insurance:* SEO | Social Media | Email Marketer | Web Analyst - Inbound Marketing

*Coachandmotor:* SEO | Web Analyst | Social Media - Inbound Marketer

*Moviereviews.net:* SEO | Web Analyst - Inbound Marketer (company name / properties sold in 2009)

**Job Descriptions:**

SEO - Professional Audits & Implementation (analysis, factors, advisor to departments)

E-mail marketing (implementation, set up, delivery, web blasts, list management)

Launched Media campaigns | Manage Google Analytics & report trends

Keyword Strategist - Implement process, production tactics - educate on optimization techniques

Manage keywords, identify opportunities - document expectations to Executive management

Inbound Marketing (Various) - link building | Analyze website behavior | Video Editing

Search Engine Marketing - Adwords, Adsense | Social Media Marketing (Twitter, FB, YT G+)

Web design, graphics, coding (HTML, CSS, XHTML, HTML Forms)

Creation and maintenance of multiple websites as base foundations - (full re-designs with 100% SEO)

Account setups & organization. Web analytics & strategizing | Visual Studio TFS Bug reporting

**CMS systems: MCMS | SDL Tridion | Wordpress** - creation & site migrations

Direct marketing: A/B multivariate testing - Accenture | Google Website Optimizer

**Internet Specialist / Prepress (Marketing team)**

**Checks Unlimited**

June 2005 - Nov 2008 (lay off)

**Job Functions:** HTML coding & department troubleshooting, internet emails creation, Flash,

multi-media needs, animations, Responsys email campaign management. Marketing Designs,

Design production assistance. Included SEO website optimization. All prepress functions for org:

(proofing, separations, output, maintenance, troubleshooting, software & hardware optimization,

department problem-solving (software & hardware),scripting, bar-coding, managed print

management system (Epson Plotter) and dedicated server. FTP, media & client proofs

**Contractor: SEO | Web Analyst | Marketing** April 2003 - June 2005

*InterMountain Color* - Prepress Supervisor / Image Specialist (Marketing)

*Cook Communications* - Sr. Web, Prepress & Graphics Specialist

**Sr. UX, Web Marketer, Optimizer (Marketing)**

**Neoforma ([www.neoforma.com](http://www.neoforma.com))**

Nov 1999 - Dec 2002 (lay off - company sold in 2006)

**Job Functions:** Html prototypes, UI design, web design, Startup to IPO: early SEO / link building

**KEY POINTS:** Ability to take direction, prioritize & meet aggressive deadlines  
Ability to work collaboratively, & independently in a high-end work environment  
Experience managing multiple projects & priorities  
Excellent communication & interpersonal skills, team-leader  
Proactive with excellent organizational skills  
Strong attention to detail and excellent follow-through  
Flexible, dependable, on time (passionate about are of focus!)

**EDUCATION:** **Cogswell college: (Santa Clara, CA)**  
4 years  
Computer digital art, internet design, animation, video, g. design, coding  
(4.0 Grade Average | Dean's list)  
**Mission college / West Valley college/ Deanza college (course driven)**  
Pre-press production & commercial art  
**UCSC Extension college:**  
Completion of advanced program in digital imaging, color correction,  
and pre-press problem solving  
**Lynda.com (online courses)**  
Cert - SEO training | Google | Social Media Platforms  
Advanced design | motion graphics  
Advanced training (Photoshop, AFX, Ill, Quark, DW)  
**Hubspot.com (online courses)**  
**Hubspot - Inbound Marketing Certified - Top Honors**  
Cert - 13 week social marketing training  
(Advanced - FB, Twitter, Digg, YouTube, Linked in, Myspace, social bookmarking)  
Social Marketing - advanced (ongoing) / Webinars, Ebooks  
**Additional studies:**  
SEO / Social Media studies – ongoing – various sources  
Current to trends (Read SEO blogs, whitepapers, ebooks daily)  
Seminars, Webinars, podcasts, & video training | SEOMoz  
**Related Study | Interests:**  
3 years - Body Language Analysis | Psychology

**Certified: Google Analytics | Adwords | Excel | Inbound Marketing**

**Certificates of completion in: (work required courses)**  
Ethics and compliance | Privacy issues  
E-Commerce  
Adobe conferences and certifications  
Communicator certificate  
Advanced troubleshooting (maintaining and upgrading PC's)

**AWARDS:** Honor roll, Who's who of American high school students,  
Awards for excellent achievement, art awards, Student art shows  
Scholarship recommendations, Who's who in college students, Varsity letter  
Gallery showings of Illustration work & paintings.  
Former Professional guitar-player  
3 year winner of International IDAA Digital Awards,  
2 year feature in Design Graphics Portfolio of year, Spectrum awards Winner

**INTEREST:** Author of book on Inbound Marketing called:  
“**SEO & Social Media Simplified**” - to be released in 2016