

# Douglas Smolens

## **Web Strategist with deep experience in design, marketing and SEO.**

Los Angeles, CA 90019

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323-377-9509

Web strategist with 12+ years experience combining skills such as web design, development, SEO, content creation, UX and more to help websites reach and convert more customers. Adept at creating and implementing industry-specific web strategies and SEO campaigns for a wide variety of businesses and products. I am also experienced in research, data analysis and reporting.

Authorized to work in the US for any employer

## Work Experience

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### **Web Strategist**

Visualab Design - Los Angeles, CA

February 2012 to Present

Visualab Design is a Los Angeles based Design & Digital Marketing Agency specializing in Graphic Design, Web Design, Digital Marketing and SEO.

Responsibilities:

- Overseeing all web design and SEO projects
- Managing and nurturing client relationships
- Reporting all work and marketing statistics in custom client dashboards

### **Creative Director**

Sound Colony Music - Hollywood, CA

May 2008 to October 2015

Sound Colony is a music publishing company representing a highly curated catalog of about 700 songs from independent artists around the world.

Responsibilities:

- Overseeing the day to day managing and marketing of the companies music publishing catalog
- Negotiating and executing sync and master licenses
- Distributing royalties
- Monitoring and protecting the companies intellectual property

### **Freelance Web Designer**

Self Employed - Los Angeles, CA

June 2003 to February 2012

Starting in 2003 I began educating myself and working as a freelance web designer after discovering my keen interest in the subject and skill in the execution.

Responsibilities:

- Design, build, test and maintain websites of all kinds
- Support clients and businesses to achieve their digital marketing goals

### **Computer Repair Technician**

Apple Computer - Santa Cruz, CA

July 2000 to August 2005

Certified Apple repair technician working both at Apple headquarters as well as local independent resellers in the San Jose and Santa Cruz areas.

Responsibilities:

- Diagnosing and repairing problems on all mac computers and accessories
- Customer Service - Working with the customer to educate them and demonstrate how the various technologies they employ work

## Education

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### **Bachelor's in Environmental Studies, Ethnomusicology**

UCLA - Los Angeles, CA

January 1992 to June 1997

## Skills

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- Web Design
- WordPress
- Web Strategy
- SEO
- Local SEO
- G Suite
- Project Management
- Technical SEO
- Search Engine Optimization
- Data Analysis Skills
- CSS
- HTML5