

## **John Clore**

### **Digital Media Specialist**

#### **Professional Summary :**

Over 15 years experience working with companies as a Website Developer and Designer, as well as Online Marketing Strategist. Experienced in Search Engine Optimization Search Engine Marketing and Social Media Marketing.

#### **Education :**

Associates of Science – Web Design & Interactive Media The Art Institute of Pittsburgh

**Portfolio :** [www.johnclore.com](http://www.johnclore.com)

#### **Work Experience:**

Aug 2019 – Nov 2019 **Grand Ledge Ford Lincoln** [Digital Media Manager]

Worked closely with Dealership leadership (Owner, General Manager, General Sales Manager, etc.) to establish marketing goals and ensure profitability of products and/or services.

Developed and executed marketing plans and programs, both short and long term, to ensure the profit growth and expansion of company products and/or services.

Planned and oversaw the organization's advertising and promotion activities, focusing on website content, social media promotions,

Communicated with outside advertising agencies on ongoing campaigns.

Digital Vendor Selection + Management: Understanding the language they speak, set clear goals + objectives, and make sure all vendors were working together for best results.

Creation and upkeep of online assets & ensure each team had what they needed

Developed email templates, drip programs, and provided sales with the tools they needed to move leads down the funnel. 5. ROI Driven Reporting: Putting systems in place to monitor performance, showed how digital affects bottom line, alignment with monthly sales goals and objectives

Generated appointments and quotes by means of proactive outbound prospecting and lead activity management in an effort to qualify and market to potential customers

Checked email frequently and responded to inquiries immediately

- Created graphics for Service Specials Each Month and Implemented to GLF and Merrill Ford websites
- Created custom banners for New Car Specials Each Month and Implemented to GLF Lincoln and Merrill Ford Website.
- Created custom Video Intro's
- Created videos for Vehicles and / or Specials / Customer Experience and Implemented to GLF and Merrill Ford Website including Facebook, Instagram and YouTube.
- Photograph of Inventory for GLF for 2.5 Months.
- Maintain all updates for 3 Websites – GLF, Merrill Ford, GLF Lincoln
- Oversee All SEM and SEO for GLF, Merrill Ford, GLF Lincoln
- Conduct Facebook and Instagram Ads for Merrill Ford / GLF
- Designed Merrill Ford Website
- Designed Information Architecture of Merrill Ford Website
- Created Google Business Page for Merrill Ford
- Created Social Media for Merrill Ford ie Facebook, Instagram, YouTube
- Took Photographs of GLF / Merrill Ford and Vehicles
- Cross Migrated Inventory for GLF and Merrill Ford websites
- Oversaw Implementation and Removal of Lead Generators on websites
- Audited and Managed all vehicle image inventory for GLF and Merrill Ford
- Managed all traffic generating sources to website
- Maintained all social media for GLF and Merrill Ford ie Facebook, YouTube, Instagram
- Assisted both sales teams with Snow Removal and Lot Parties
- Assisted with various requests from Sales Managers
- Created graphics for Social Media
- Marketing of Tech Tour Event 2019 (Which led to the #1 attendance in Michigan)
- Created Various graphics / video for Tech Tour Event 2019
- Implemented KBB to Merrill Ford Website
- Implemented HireOlogy to GLF and Merrill Ford Websites
- Implemented Privacy Policy to Merrill Ford Website
- Implemented Financial Application Process to Merrill Ford Website
- Implemented Value Your Trade Process to Merrill Ford Website
- Answered all customer reviews for GLF and Merrill Ford ie Facebook and Google Business
- Researched Additional Advertisement Mediums ie Streaming Services
- Created Bing Business page for GLF and Merrill Ford
- Started Bing Search Engine Marketing for GLF and Merrill Ford Websites
- Produced Multiple email creatives for email blasts.
- Create professional Email Signatures for Sales and Management teams For GLF and Merrill Ford.

2014 – 2017: **D-Vasive Inc.** [Web/Application Designer] [www.dvasive.com](http://www.dvasive.com)

Developed an Android application that notifies you when any 3<sup>rd</sup> party malicious software applications are running on your phone that try to open the phone's camera, microphone, Bluetooth and WiFi. Also allows the user to lock down those devices. Starting working on this application from conception to production. Responsible for the Social marketing and integration as well as developed the website and UI/UX

- Created Logo and Branding using the Adobe Creative Suite – Illustrator, Photoshop.
- Developed the original website using WordPress, and then redeveloped the website in HTML, CSS, and JQuery.
- Designed User Interface / UX using Eclipse IDE XML files that run on the Android platform.
- Developed the application for PC platform that was compatible for Windows 7 & 8.
- Responsible for all Social Integration
- Maintained Social Networks
- Used Statcounter for Analytics

2006 - 2014 **VPCOMP STUDIOS** [Website Designer/Developer ]

Website design and development company providing a full service marketing, website, and video content for small businesses. Responsible for SEO and total marketing analytics to increase companies traffic and exposure for their business.

- Provided website design, development, branding, logos, all graphics, video content, and print advertisement for small businesses.
- Handled All marketing and sales while maintaining client relations.
- Provided Search engine optimization to increase traffic and page views for their websites.
- Technologies used: HTML, CSS, Flash, JavaScript, JQuery, WordPress, Joomla, PHP, and SQL
- Video with Sony HDR-FX7 and Edited with Adobe After Effects

**Clients included:** Intro Artist, Sure Survival, imobilia of South Beach, Robert Swedro, Fontainebleau Condo

2012 – 2013: **Sure Survival** [Web Developer/Marketing Director]

- Used HTML to create an e-Commerce Website and Shopping Cart while making their front and back end compatible for users.
- Responsible for all internet marketing and SEO analytics to increase their Google positioning.
- Responsible for the Social Networking, Print Advertisement and Video production.

- Successfully increased the overall sales and production by 120%.

2009 - 2012: **inmobilia of South Beach** [Web Developer/Internet Marketing/IT]

- Researched and selected the domain name [www.realtors-miami.com](http://www.realtors-miami.com).
- Designed and developed website using WordPress.
- Constructed custom content management system using PHP and SQL for lead management forms, auction bidding system, bid tracking system, employment opportunity system.
- Troubleshoot and solved any technical issue that may arise with networking or hardware/software.
- Used SEO to maintain Google targeted keyword positioning for Miami Foreclosures.

2006 - 2007: **ABC Website Design** [Website Developer/Designer/Animator]

- Built custom websites development and design using HTML, CSS, Flash, JavaScript and PHP.
- Worked with external clients to customize their websites and all graphics.
- Designed various print advertisements including flyers, logo, print ads and business cards.

2004 - 2006: **Expedia / Hotels.com** [Market Coordinator]

- Updated both the Expedia and the Hotels.com websites using Content Management.
- Systems (Content Management Systems) Custom CMS for Expedia and AS400 for Hotels.com.
- Handled client requests and adjusted rates and allotted rooms on both sites.
- Responsible for renewing all contracts within the Georgia/Alabama region.
- Collected all data to be implemented on websites from the hotels within that market.