

# Amy Pickwick Kunkoski

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- Work Experience    January 2007 – Present – USInternetworking (USi), An AT&T Company  
Web Communications Manager – Annapolis, MD
- Manage and optimize USi's web site content, images, and collateral
  - Increase page rank and natural linking for USi.com through search engine optimization (SEO) and search engine marketing (SEM) efforts
  - Refine and monitor pay-per-click (PPC) campaigns and spend for USi.com
  - Analyze and compile monthly web site statistical reports
  - Introduce stronger calls-to-action and increase site's lead generation capabilities
  - Strategize and implement ideas for marketing USi's web presence

August 2003 – January 2007 – Cygnus Business Media, Interactive Division  
Marketing Manager - SEO – Beltsville, MD

- Perform SEO and marketing tasks for over 50 corporate B2B industry web sites
- Monitor and analyze web site and e-mail blast statistics
- Manage several internal web site redesign projects, including corporate web site
- Write, design, format, and populate web site content for sites including: Firehouse.com, Officer.com, ImagingInfo.com, and AirportBusiness.com
- Create promotional content for banner advertisements, e-mail blasts, surveys, and digital and printed sales materials
- Train staff on latest technologies and proprietary systems
- Represent Cygnus Business Media and its properties at trade shows
- Top Accomplishments: Employee of the Month in April 2004; Promoted twice.

September 2001 – August 2003 – Tivilon, Inc.

Marketing Manager – College Park, MD

- Co-founded online marketing & Internet solutions company
- Multi-functional duties include: strategic business planning, product management, project management, marketing communications, web design and development, content creation, customer service representative, and general management

August 1998 – August 2001 – Interliant, Inc.

Web Content Coordinator – Atlanta, GA

- Write, design, format, and populate web site content for Interliant.com
- Coordinate projects for 15 company web sites and customer extranet
- Assist marketing communication managers with presentations, direct mail pieces, customer e-mails, employee e-mails, and integration of acquired companies
- Top Accomplishments: Completed two redesign projects for the corporate web site; Recipient of employee PRIDE award for superior performance; Promotion.

- Education May 1998 – Salisbury University (University System of Maryland)  
Bachelor of Science in Business Administration – Salisbury, MD
- Marketing concentration, Studio Art minor; GPA 3.3; Dean’s List
  - School Activities: Vice President of Fund Raising for Salisbury University Chapter of the American Marketing Association; Student Assistant Manager at Academic Computer Labs; University Host for Admissions Office
- Other Experience & Activities Founder & President MarylandOutdoorClub.org, Columbia, MD (4,500+ active members), 2002-2006  
Founder & President AtlantaOutdoorClub.com, Atlanta, GA (4,000+ active members), 2000-2002  
Search Engine Strategies Attendee New York City, NY, 2006, 2007
- Skill Sets **Marketing:** SEO, SEM, PPC, Promotions, Advertising, Communications, Web Site Design, Graphic Design, Marketing Research, International Research  
**Computer Software:** Adobe Creative Suite, Visual Sciences HBX, Ektron CMS400.NET, Google AdWords, Yahoo! Overture, MS Office (Access, Excel, FrontPage, Outlook, PowerPoint, Word), Dreamweaver, Various FTP Clients, WebTrends  
**Programming Languages:** HTML, CSS, JavaScript, ASP, JSP, ColdFusion, Perl  
**Operating Systems:** Windows, UNIX/Solaris