

B Michael Payne
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Work Experience

Site-Seeker, Inc. New York, NY
Lead Content Specialist June 2011–Present

- Creates traffic-generating content strategies so B2B and B2C web platforms.
- Collaborates with design and development teams to structure an optimum user experience to maximize leads.
- Researches and generates content to increase and diversify client website link portfolios.

Site-Seeker, Inc. New Hartford, NY
Internet Marketing Specialist November 2008–June 2011

- Researches and writes original Web content, including corporate blog posts, social media, and ad copy.
- Manages more than \$50,000 per month ad spend on Google AdWords and other ad networks.
- Creates original marketing plans to drive traffic and increase revenue for clients' Websites and properties.

Plunkett Research, Ltd. Santa Fe, NM
Writer, Editor, E-Commerce Manager June 2006–March 2008

- Researched and wrote market reports about national and international companies.
- Edited market reports for style, usage, and clarity.
- Marketed book titles to leading on-line vendors, including Amazon, Reuters Multex, and Google Book Search.

Education

Saint John's College Santa Fe, NM
Master of Arts, Liberal Arts May 2007

Colgate University Hamilton, NY
Bachelor of Arts, English and philosophy May 2005

Skills and Proficiencies

- Maintains relationships with web professionals to execute and amplify content strategies.
- Conducts independent research and writes papers, articles, and essays on content strategies and technology.