



Derek Hanson

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Work & Education

2007

2008

2009

2010

2011



August 2007
Graduated PSU B.S. in Marketing

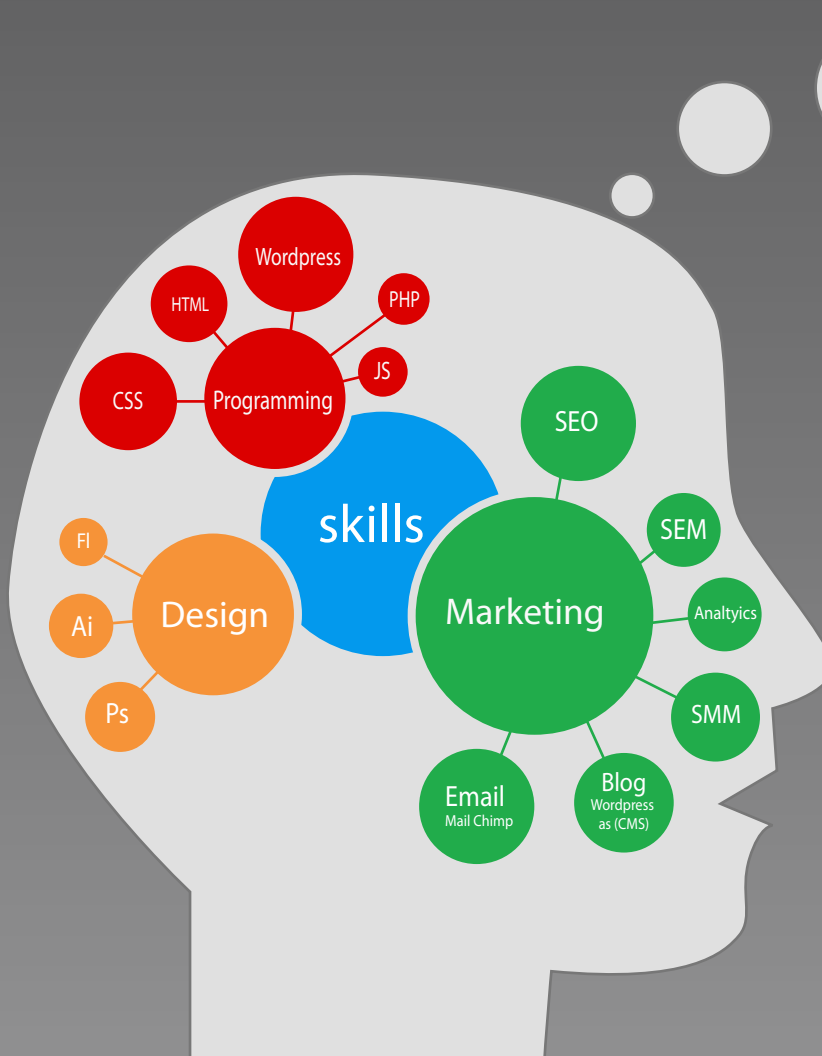
Feb. 2007-March 2008
Marketing Manger Sparkle Diamonds
eCommerce Jewelry Company
-Managed Marketing Programs
(SEO, SEM, branding, and website)

March 2009-September 2009
Marketing Consulting/Cooper Restoration
Website Production
Marketing Materials, Local SEO,
Print Material, Design, and Copywriting



February 2010
Digital Marketing Strategies Certification
Portland State University

March 2009-Present
Emprise Media/Owner
Design Websites & Internet Marketing
SEO, Email Programs, Graphic Design,
Analytics, Training, Copy writing



Campfire Portland
Scrapedia
Don's Air Care
Don's Air Care
GSMalawi
Realty Marketing NW
Realty Marketing NW

Accomplishments

- Marketing Campaign Concept Utilized
- 2,300 Average Monthly Visits Through SEO
- 1st Page Ranking on Targeted Keywords
- 30% Conversion on Analytic Goals
- New Donations Source (Google Checkout)
- 100% Increase In Unique Visitors & Page Views
- 450% Increase In Natural Search Terms