

# Zachary von Felten

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## SUMMARY

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10 years of online marketing and web development. Advanced knowledge of web development, search optimization and web analytics. Ability to understand, execute, leverage SEM strategy.

## EDUCATION

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California State University, Fresno  
B.S. Geomatics/Photogrammetry Engineering Degree (2000)

## PROFESSIONAL EXPERIENCE

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**VonHudman Group**  
**CoFounder**  
**2008 to 20011**

- Software Developer
- Day to day strategic and tactical oversight over web development, data analytics, search optimization, and social media.
- Cash flow positive, profitable, annual growth rate over 2x. 750,000+ members, 29,000+ Facebook members

**SEMVisibility**  
**Principal &**  
**CoFounder**  
*2008 to 20011*

- Search marketing agency managing \$4mm+ paid search budget and \$2mm SEO and social media budget.
- Specializing in lead generation, organic rankings in highly competitive verticals, and producing ROI via SEM efforts
- Cash flow positive, profitable, annual 2x growth.

**GDMI, LLC.**  
*Director of Search*  
*Engine Marketing*  
*2005 to 2008*

- Overall search responsibilities include team recruitment, product development, pricing, procedure development as well as online sales and marketing initiatives.
- Company acquired by YPM.

**Zafel LLC.**  
*Partner*  
*2002to 2005*

- Overall responsibilities included web development, SEO, PPC, Affiliate Marketing, and Analytics.
- Company became Pixel Polygon.

**EarthData - GeoSAR**  
**Mapping Services**  
June 2000 –2002

- Project Lead for development and integration of GeoSAR's ARCGIS Flight Planning Software.
- Synthetic Aperture Radar (SAR) image processing
- ESRI/ERDAS software team developer

## SKILLS

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Web Development, Data Analytics, Landing Page Optimization, Search Engine Optimization