

# Robert W. Keddie

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## Experience

**Owner/Web Developer**, Keddiemedia, LLC, Ocala, FL Oct 2005 – Present

- Keddiemedia.com
- Provided both Apache/IIS Hosting services to clients
- Freelanced web development contract work using PHP, XHTML, CSS
- Consulted a local government on the redesign and migration of their 500+ page website to ASP.NET platform within a 3 month time frame.

**Web Developer**, Lisa Modecker and Associates, Roslindale, MA Jan 2010 – Feb 2010

- LisaModecker.com
- Built with PHP, XHTML, CSS
- Used SEO to rank #3 on Google and #1 on Bing and Yahoo for keyword “immigration attorney Roslindale”.
- Filed site with Google Business Listings so she is at top of page for targeted keyword.

**Web Developer**, Allys BootCamp, West Roxbury, MA Nov 2009 – Dec 2010

- Allysbootcamp.com
- Built with XHTML, CSS
- Production and editing of video
- Used SEO to rank #1 on Google and Yahoo and #2 on Bing for keyword “best boston bootcamp” and #2 on Yahoo for keyword “boston bootcamp”.

**Web Developer**, Check Records, LLC, Inverness, FL May 2009 – January 2010

- Checkrecords.com
- Built websites using valid XHTML, HTML and CSS
- Integrated SEO into the site as it was being built and achieved #1 position in Yahoo Search results out of 601 million other sites for keyword “check records”.
- Track customer paths and behaviour utilizing Google Analytics
- Utilized videos, press releases, articles and social networks to break into competitive online background check industry.
- Ported site for mobile phones
- Integrated shopping cart with merchant gateway/processor

**Web Developer**, City of Ocala Police Department, Ocala, FL Nov 2007– February 2008

- <http://www.keddiemedia.com/portfolio/ocalapolicedepartment/>
- Redesigned site using PHP/HTML/Flash and integrated ability for officers to update bulletin board and press releases with simple text.

- Updated and installed PHP on IIS server to run PHP-based knowledgebase system
- Used search function based on IIS search/indexing service
- Site has been changed since due to budget constraints.

**Web Developer**, Pure Life Distributors, LLC, Ocala, FL

May 2007 – May 2009

- Gabatrol.com
- Built websites using valid XHTML, HTML, PHP and CSS
- Used SEO methods to rank on first page of Google for “natural anxiety relief”
- Track customer paths and behaviour utilizing Google Analytics
- Developed product brand & logo design
- Implemented JavaScript tracking function so affiliates can get credit for phone orders
- Integrated back end ordering system with call center to take phone orders
- Integrated shopping cart with merchant gateway/processor

**Web Developer**, ABL Group LLC, Lake Mary, FL

Oct 2007 – Dec2007

- <http://www.ablgroup.com>
- Designed site using HTML/Flash

**Software Development**, Simply Shed LTD, United Kingdom Nov 2006 – May 2007

- Happar.com
- Product development from infancy to launch
- Integrated membership & affiliate tracking systems
- Software would be used to get any site indexed for long tail keywords related to sites niche and generate traffic at accelerated rates
- Internet marketing using SEO, video, articles, email and social networks

**Director of Information Technology**, Eagle Aero Holdings Corp, Ocala, FL

Feb 2006 – Nov 2006

- <http://www.keddiemedia.com/portfolio/eagleaero/>
- Designed site using HTML/Flash
- Was appointed as Director of Information Technology but company never completed IPO.

**Web Developer**, Checkim LLC, Ocala, FL

Sept 2005 – February 2006

- Checkim.com
- PHP using IP Geo Location Database
- First ever instant message tracer to track down online predators and report them to police
- SEO optimized to rank #1 on Google, Yahoo and Bing for “trace instant message”

**Web Specialist/Programmer Analyst**, Marion County Government, Ocala, FL

Oct 2000 – Sept 2005

- Marioncountyfl.org
- Designed and implemented multi-departmental web site
- Assisted in establishing MC Government Intranet using SharePoint
- Developed Web Content Management system for 22 departments

**Skills**

**Computer** XHTML, CSS, ASP, net, VBScript, CMS, PHP, JavaScript, jQuery, Ajax  
**Software** Adobe Photoshop, Fireworks, Dreamweaver, Office, Sony Vegas Video Editing  
**OS** Windows XP and Mac OSX. Experience  
**Marketing** SEO, SEM, PPC, Social Networking, Offline Advertising: TV Commercials

**Education**

**Embry-Riddle Aeronautical University**, Daytona Beach Florida  
Pursued Bachelors of Aeronautical Science