

# Robert W. Keddie

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## SUMMARY

Entrepreneurial, results-oriented, creative web content producer, manager and marketer with a total of 15 years experience. Experience developing software and managing projects in challenging, fast-paced environments. Demonstrated ability to acquire technical knowledge and skills rapidly. Innovative problem solver & analyst; able to address the business and technical sides of any issue. Exceptional communication skills, both oral and written. Experience working with and in government entities.

## PROFESSIONAL EXPERIENCE

### *Freelance Web Consultant/Developer*

2005 - Present

Keddiemedia, LLC

Boston, MA

- Provided web design, development and hosting services to clients
- [www.KeddieMedia.com](http://www.KeddieMedia.com)

#### Some clients:

Marion County Board of County Commissioners/Marion County Government  
Ocala, FL

- Redesigned website using master pages template system in ASP.NET
- Migrated content of 500+ pages of content to new server on time and within budget
- [www.MarionCountyFL.org](http://www.MarionCountyFL.org)

Check Records, LLC

Inverness, FL

- Enabled ecommerce with merchant gateway/processor
- Internet marketing using SEO, videos, articles and social networks
- [www.CheckRecords.com](http://www.CheckRecords.com)

Pure Life Distributors, LLC

Ocala, FL

- Integrated backend ordering with call center for order processing
- Enabled ecommerce with merchant gateway/processor
- Internet marketing using SEO, videos, articles and social networks
- Developed product brand & logo design
- Assisted with TV infomercial production
- [www.Gabatrol.com](http://www.Gabatrol.com)

Simply Shed LTD  
United Kingdom

- Product development from infancy to launch
- Enabled ecommerce with merchant gateway/processor
- Integrated membership & affiliate tracking systems
- Internet marketing using SEO, video, articles, email and social networks
- [www.Happar.com](http://www.Happar.com)

*Web Specialist/Programmer Analyst*  
2000 - 2005

Marion County Government  
Ocala, FL

- Designed and implemented multi-departmental web site
- Assisted in establishing MC Government Intranet using SharePoint
- Developed Web Content Management system for 22 departments
- Consistently completed multiple projects with multiple deadlines on schedule

## **EDUCATION & CERTIFICATIONS**

- Embry-Riddle Aeronautical University
- Comptia A+ Certification
- Private/Instrument Pilot License

## **SKILLS & QUALIFICATIONS**

- HTML, JavaScript, DHTML, CSS, XHTML, MySql, PHP, ASP.Net, VBScript, JQuery, Ajax
- Internet Marketing, SEO, PPC, Social Networking
- Microsoft Office, Adobe Products, Expressions
- Video production & streaming
- Apache, Tomcat, IIS, SharePoint, CMS, Perl/CGI, Flash
- Merchant Account Gateways and Shopping Cart Integrations

## **TRAINING**

- CIW Ecommerce Professional course Oct 12, 2001
- CIW Security Professional March 30, 2001
- CIW Site Design Methodology and Technology August 24, 2001
- 2095-Implementing Microsoft SharePoint Server November 24, 2003
- Java 1.2- Writing Java Programs 8/2003