



www.DavidMalmberg.com

## David R. Malmberg II

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Search Engine Optimization (SEO) • Web Analytics • Blogging  
Account Management • WordPress • HTML • Site Conversion  
Social Media Marketing • Public Speaking • Project Management  
B2B Sales • Consumer Electronics • Mac OS X • Presenting

## Experience

### SEO.com

www.seo.com

- SEO Manager

April 2009 - Present

Managed a team of SEO specialists to bring top rankings and search engine indexability to my global enterprise client. I managed all client communication, strategy creation and execution, reporting, and internal processes for my team.

Google Analytics I.Q. Certified

### Riser Media

www.risermmedia.com

- Sales Executive / Project Management

July 2008 - February 2009

Successfully managed the development and implementation of the brand transition from Jandaco to Riser Media, this included overseeing the development of Host Riser, Site Riser, and Code Riser, the companies new product oriented services.

### CompUSA

- Business Account Manager

June 2005 - February 2008

Developed the stores B2B department by reaching out and developing relationships with small to medium sized businesses, focusing efforts on the business' needs and expense requirements.

## Internship / Volunteer

### Ascend Alliance

www.ascendalliance.org

- Online Marketing Consultant (Donated)

June 2010 - Present

Setup an official partnership between SEO.com and Ascend Alliance. I personally consult with the management team and current interns to provide direction in website creation, page and content optimization, link building efforts and social media marketing.

- Marketing PR Intern

June 2005 - February 2008

Attempted to build branding and awareness of the organization by developing and creating a grassroots/word-of-mouth marketing campaign.

## Education

### University of Utah

Post-Baccalaureate Certificate: Integrated Marketing Communication

2007

Bachelors of Arts: Interpersonal Speech Communication / Business Minor

2007