

# Anthony St. Clair

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## Skills

- Website management, online content development and site improvement for customers and search engines
- Project management that achieves company objectives
- Blogging, social media, email marketing
- Copywriting, proofreading, editing
- Standards-based CSS/XHTML website development
- Organic Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Mozilla Firefox, Adobe Dreamweaver, Adobe Homesite, Stylizer, MS Office, Apple iWork, Typepad, WordPress, Google Analytics, Adwords, Windows XP, Mac OS X

## Experience

Web Editor, 2004-present  
CHIEFsupply.com, Eugene, OR

Blogger, 2004-present  
Antsaint.com, Eugene, OR

Copywriter & Editor, 2000-2003  
BootsnAll.com, Eugene, OR

Editorial Assistant, 1996-1999  
The Roanoke Times, Roanoke, VA

## Education

B.A., English/Journalism, 1999  
Tusculum College, Greeneville, TN

## Duties & Accomplishments

- Developed sales and marketing copy for national e-commerce distributor in the public safety industry as well as over 50 niche content websites in the independent travel sector
- Increased web-related revenue 20% year over year
- Worked as key team member in redevelopment of CHIEFsupply.com, redesigning and restructuring a 1998-era "homegrown" site into an industry-leading e-commerce property
- Won 2007 Multichannel (MCM) Award, Silver, Business Specialty Products Website, for CHIEFsupply.com
- Optimized online content for consistent and improved organic search engine rankings for major search engines including Google, Yahoo and MSN/Bing
- Developed websites to W3C standards including XHTML 1.0, HTML 4.01 and CSS 2.1
- Standardized in-house content and web development via style and standards manuals
- Maintained CHIEFgrants.com, a niche grant-writing consulting service for public safety
- Implemented seasonal content, online promotions, and online banner, affiliate marketing and SEM/PPC campaigns, in collaboration with Director of Marketing
- Managed website product database of 47,000 SKUs from over 300 vendors
- Set up, maintained and developed original blog content via TypePad and WordPress
- Developed personal and company Twitter accounts, including content posting and scheduling
- Designed layouts and wrote copy for transactional, newsletter and promotional emails
- Moderated message boards for large online travel community
- Supervised editorial interns and web development project team