

Anthony St. Clair

writer. editor. blogger.

blog www.antsaint.com more info www.anthonystclair.com email anthony@antsaint.com

Skills

- Website and online content development
- Turning organization objectives into online success
- Standards-based CSS/XHTML website development
- Copywriting, proofreading, editing
- Site optimization for search engines and customers
- Organic Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Blogging, social media, email marketing
- MS Office (Word, Excel, Outlook), Stylespread, Firefox, Homesite, Windows XP, Mac OS X, Typepad, Wordpress

Experience

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

Web Editor, 2004-present
CHIEFsupply.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

- Wrote and edited web and email sales and marketing copy for national e-commerce distributor in the public safety industry as well as over 50 niche websites in the independent travel sector
- Won 2007 MCM Silver Award, Business Specialty Products Website category, for CHIEFsupply.com
- Optimized online content for consistent and improved organic search engine rankings for major search engines including Google, Yahoo and MSN
- Built, developed, marketed and grew successful e-commerce and resource websites for niche organizations
- Increased web-related revenue 20% year-over-year for a \$65 million company
- Worked as key team member in redesign of flagship CHIEFsupply.com, redeveloping a 1998-era "homegrown" site into an award-winning, best-in-class industry-leading e-commerce website
- Developed website style and standards in accordance with W3C standards including XHTML 1.0, HTML 4.01 and CSS 2.1
- Maintained CHIEFgrants.com, a niche industry site providing grant-writing assistance to public safety grant writers
- Assisted Director of Marketing in development and implementation of online marketing campaigns, special content/commerce sections and promotions
- Managed web pricing, product price database, online/email sales and promotions
- Independently set up and maintained blog websites via the TypePad and WordPress platforms
- Regularly posted blog content at least 5 times per week
- Achieved high rankings under search terms in search engines including Google, Yahoo, MSN

- Designed layouts and wrote copy for transactional emails to customers as well as monthly e-newsletter and regular email promotions distributed to a 70,000+ in-house, double opt-in list
- Performed browser and email client compatibility testing for websites and emails
- Estimated short- and long-term planning for revenue/sales projections, site traffic, site redesign and ongoing development of content and site features and customer tools
- Edited submissions and processed articles for web publishing
- Served as leader and message board administrator for large online travel community.
- Supervised editorial interns as their managing and assignment editor
- Maintained relationships with authors, customers, members, partners and vendors
- Structured, organized and built websites and website subsections
- Developed and refined processes to build websites and produce content with greater efficiency
- Grew revenue and realized company revenue and growth goals
- Utilized in-house database, Internet Explorer, Netscape Navigator, Mozilla Firefox, search engines and other websites to research and fact-find

Hobbies & Interests

- Writing
- Reading
- Traveling the Pacific Northwest and internationally
- Ural Sidecar Motorcycles
- Cooking
- Working on my home
- Homebrewing

Fun Fact

I've traveled to Scotland, England, Ireland, India, Thailand, Cambodia, China, Tibet and Nepal.