

# GREGORY L. QUIGLEY

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## CAREER SUMMARY

Marketing communications professional with hands-on experience in the creation and management of newsletters, sales collateral, public relations, Web sites, e-marketing and advertising campaigns. Progressive, strategic thinker able to form partnerships, lead projects and work independently or as part of a team. Possess excellent communication and interpersonal skills along with a strong work ethic, technical aptitude and desire to succeed.

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## PROFESSIONAL SKILLS

### MARKETING/CREATIVE

- Copywriting
- Graphic Design
- Brand Development
- Internet Marketing
- Marketing Strategy
- Creative Vendor Management

### COPYWRITING

- Over 10 years of experience writing and editing copy for businesses
- Experience writing for Web, print, radio, video, articles, advertising and more
- Web writing experience includes Web copy, SEO/PPC and blogs

### INTERNET MARKETING

- E-mail marketing program development and management
- Corporate blog development and management
- Search engine optimization (SEO) and pay-per-click (PPC)
- Web analytics

### SOFTWARE/TECHNOLOGY

- InDesign
- Salesforce.com
- Google Analytics
- Excel
- Acrobat
- Photoshop
- Illustrator
- WordPress
- Dreamweaver
- HTML/CSS
- Microsoft Office Suite

## PROFESSIONAL EXPERIENCE

### INDEPENDENT WEB PUBLISHER, JUNE 2007 - PRESENT

#### *Wauwatosa, Wisconsin*

- Concept and develop information-rich, niche Web sites using keyword research, HTML, CSS and Dreamweaver.
- Manage all Internet marketing for Web sites, including search engine optimization, Web analytics, Google AdSense and affiliate marketing.
- Research and write all Web site copy, optimizing for high-value keywords.
- Web sites developed include: [www.EreaderPlanet.com](http://www.EreaderPlanet.com), [www.MarriedInMilwaukee.com](http://www.MarriedInMilwaukee.com), [www.QcomNet.com](http://www.QcomNet.com) and [www.WeddingInvitationsGuide.com](http://www.WeddingInvitationsGuide.com).

**DIRECTOR OF CLIENT MARKETING, 2007 - 2008**

***Layer One Media – Milwaukee, Wisconsin***

- Managed client marketing programs including search engine optimization, pay-per-click and Web analytics.
- Wrote copy for clients and Layer One, including blog/newsletter articles and product copy.
- Conceptualized and recommended online marketing programs based on clients' business and marketing strategies.
- Developed and presented monthly e-marketing seminars for clients.

**DIRECTOR OF MARKETING, 2006 - 2007**

***Metrix – Waukesha, Wisconsin***

- Researched, wrote and edited monthly e-newsletter articles.
- Wrote, designed and maintained sales collateral.
- Developed and managed an e-marketing program consisting of a monthly e-mail newsletter, a corporate blog, lead-generation e-mails and search engine optimization.
- Managed the complete redesign of metrix.com and wrote all Web copy.
- Developed and launched a new company-wide brand.

**MARKETING CONSULTANT/OWNER, 2004 - 2006**

***Q-Com Business Writing – Milwaukee, Wisconsin***

- Wrote business copy for companies and agencies, including newsletters, brochures, Web copy, sell sheets, direct mail, e-marketing, press releases and advertisements.
- Managed graphic designers, Web designers, printers and other creative partners to complete client projects on budget and deadline.
- Developed Search Engine Optimization (SEO) techniques, successfully optimizing Web sites for Google, Yahoo! and MSN search engines.
- Industries served: telecommunications, network security, network monitoring, software, VoIP, multimedia, consulting, mortgage and home improvement.

**MARKETING COMMUNICATIONS SPECIALIST, 2000 - 2004**

***Norlight Telecommunications – Brookfield, Wisconsin***

- Wrote and edited the quarterly customer newsletter.
- Wrote copy for advertising, direct mail, Web sites, e-mail marketing, video scripts and sales collateral.
- Wrote press releases, case studies, testimonials and handled media inquiries.
- Researched and developed e-mail marketing program consisting of a quarterly e-newsletter and monthly e-mails to customers.
- Managed the redesign process for Norlight's Web site and wrote all Web copy.

**ASSISTANT DIRECTOR – MARKETING AND PR, 1997 - 2000**

***Beloit Convention and Visitors Bureau/Beloit Riverfest - Beloit, Wisconsin***

- Wrote press releases and maintained media relationships.
- Wrote, edited and designed printed collateral, advertising materials and Web copy.
- Developed and maintained the bureau's first Web site and Riverfest's first Web site.

**EDUCATION**

**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING, MAY 1997**

*University of Wisconsin – Milwaukee*