

# MELVIN AKERMAN RESUME

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## Summary

Bilingual webmaster of corporate sites, well experienced in coordinating diverse areas from internet marketing (3 years) to TV production (12 years). Fluent in both English and Spanish languages (oral and written) with an extensive knowledge of most of the current trends (technologies, music, film, etc.) in the US, Europe, and Latin American regions.

## Professional Experience

### **Sony Latin America, Miami -FL**

2007 - 2009

#### ***Internet Marketing Coordinator (Consultant)***

Full time consultant for the regional Marketing and Communications department, by handling most of Sony Latin America's minisites, from creation to web deployment. This position was the liaison between the internal Product Management, the Marketing Department, the creative agencies involved and the IT team, to ensure the successful execution of all regional marketing campaigns. This position responsibilities also included:

- Briefings the assigned agencies with the required steps for each project
- Analyze drafts received and quickly process all internal feedbacks.
- Coordination of all the deployment dates with all departments involved.
- Testing of all required web metric measurements online, using Omniture SiteCatalyst

### **S.K.Ripstein Enterprises, Aventura-FL**

2004-2007

#### ***Webmaster (Freelance)***

Responsibilities include making appropriate recommendations for the strategies that best suit the needs to optimize web traffic, including:

- Search Engine Optimization of the site
- Keyword research using tools such as Word Tracker, Keyword Locator, etc.
- Recording and uploading different promotional interviews and other entertainment and event contents
- Creation thumbnails and ads to promote all new media available.

These strategies did finally increase the online traffic quantities targeted.

### **SuperGroup International / AuctionSetup, Miami-FL**

2004- 2007

#### ***Internet Coordinator for internal sales team on eBay (Consultant)***

Responsibilities included making all appropriate recommendations for sale strategies by using the eBay platform, and to best suit the needs to promote and sale of this company's high ticket items (such as Broadcast TV Cameras and its accessories).

This task was performed by the internal sales team, after being thought to do the following tasks:

- Research products and keywords (by Yahoo's Overture) to target and list on eBay for auction
- Acquire of the proper pictures, thumbnails and descriptions of items
- Contact potential buyers by email exchange
- Final handling of all payment procedures
- Processing the final shipping, handling and online tracking

## Education and Training

### **El Camino College, Los Angeles-CA**

### **Viacom International, Miami Beach-FL**

Time Management Seminar

### **Content Desk Charter for Webmasters, New Orleans-LA**

## Computer skills

Internet: XSite Pro (Internet Publishing) mastering and Macromedia Dreamweaver / HTML insert and execution, Fireworks, Camtasia, Market Samurai (keyword research), FTP, etc

Graphic design / Publishing: all of Adobe (Photoshop, InDesign, Illustrator, Premiere, etc)

OS: Software handling for PC, Dos, all Windows OS (19+ years), and all Mac OS (16+ years)

Several references available upon request