



NICK J. ROY, MBA

ORGANIC SEARCH MARKETING SPECIALIST

Innovative and client-focused webmaster and search engine marketing specialist with a proven track record of e-commerce, implementing and supporting cutting edge website design, utilizing extensive technical knowledge and the latest software development tools. Demonstrated ability to streamline the website creation process, manage full project life cycles, and optimize resources by being aware and knowledgeable in standards and practices of internet browsing. Provide superior end user support with maximum efficiency. Widely trained designer with excellent ability to communicate and resolve complex issues and lead project teams to exceed expectations within all sizes of companies.

EMPLOYMENT

July 2008 – Present

President and CEO

Galt Mile Media Group, Inc.

Galt Mile Media Group, Inc is a holding corporation which wholly-owns Galt Mile Media Publishing, Inc., [Galt Mile Media](#), and Galt Mile Psychological Associates. Galt Mile Media has grown in a short time to become the top SEO agency in South Florida because of its performance guarantee and proven results in organic search rankings. Current responsibilities include monitoring the profit and loss of all divisions, expanding the network of strategic relationships, identifying new application capabilities and to help manage the evaluation and implementation of new market-specific ventures for the company. Responsible for developing SEO strategy for client websites, and supervising the content writers and web designers for implementation of the SEO strategy. Serve as backup web developer on as needed bases.

Key Achievements

- Reached \$10,000 in monthly revenue for 2008 by reaching clients on a nationwide bases.
- Company has been restructured to focus more on local clients.
- Write press releases for all clients such as, [Smart Items, Inc.](#), Enrique Colls Photography, and [Premier Florida Aviators](#).

1999 – 2006

Owner/Web Designer

808image Web Design

Owner/operator of 808image Web Design since September 1999 while in Hawaii. Created this site using PHP and MySQL; used simple design to allow almost all browsers to access this site quickly and efficiently. Currently this site is still up and running and is self-sufficient in generating monthly revenue. Manage other client websites, such as [SalvageZone.com](#), [NiFlameFashions.com](#), and [BirdysBridal.com](#). This company has been shut down due to family illnesses, and assets brought under the control of Galt Mile Media Group, Inc.

Key Achievements

2707 NE 32nd St, Fort Lauderdale, FL 33306

Ph. 954-533-6063

Fax. 954-530-7335

www.GaltMileMedia.com

- Successful closing of all ad spots on all websites to generate \$1,000 per month in revenue for www.WorkPlaceVisions.com.

1988 – 1997

Frozen Food Clerk/Manager Trainee

Publix Super Markets

Transformed an underperforming frozen food department that was only achieving \$25,000 per week in sales and increased weekly sales by 50%. This was done by improved inventory and ordering system, better merchandising techniques, and improved departmental sanitation. Successfully passed management test twice, and consistently achieved high performance evaluations.

SKILLS

Proficient in the following software and programming languages: PHP, MySQL, HTML (hand-code), CSS, Dreamweaver, Fireworks, Photoshop, Flash, Adobe CS3 Master Collection, Google Analytics, Google Webmaster Tools, Yahoo Site Explorer, MSN Webmaster Live, Press release writing via PR Web and PRLog.org

EDUCATION

Master of Arts in Psychology, Liberty University, Lynchburg, VA (Expected in 2011)

Master of Business Administration, Hawaii Pacific University, Honolulu, HI, 2003

Bachelor of Science in Business Administration, Florida Metropolitan University, Fort Lauderdale, FL, 1995