



Cory T. Bolton

70 Underwood Ln N Unit G, Plymouth, MN 55442
612.298.4844 @ cory.bolton@gmail.com

((OBJECTIVE)) A career position in the interactive marketing field with an opportunity for challenge and growth.

((EDUCATION)) Bachelor of Science in Marketing & Minor in Human Relations Dec. 2005
St. Cloud State University (AACSB Accreditation), St. Cloud, MN
Graduated Magna Cum Laude

((TECHNOLOGY SKILLS))

Online Portfolio: www.CoryBolton.com
Design Software: Adobe Photoshop, Dreamweaver, Flash
Programming: HTML, CSS, some Java Script and ActionScript
Web Applications: Yahoo! Stores, Joomla!, WordPress, Google AdWords, Microsoft AdCenter, DRIVEpm, various Consumer Shopping Engines (CSEs), Twitter, Facebook
Web Analytics: Google Analytics, Omniture, Yahoo! IndexTools, Monitus Tools, FeedBurner
Other Applications: Microsoft Office Programs
Operating Systems: Windows 7/Vista/XP

((CAREER OVERVIEW))

Sr, Interactive Marketing Specialist Mar. 2008::Present

Our World Shops, Inc./FinnStyle, Minneapolis, MN
d.b.a. FinnStyle.com, EllaUmbrella.com, FinnishGifts.com, Aalto.com, AlwaysMod.com & GlassBirds.com

- » Maintain 7 websites (6 E-Commerce sites) with thousands of products using Yahoo! Stores platform.
- » Assist in the creative vision and build out of new websites, website redesigns and site enhancements.
- » Create and manage both paid search (PPC) and organic search engine optimization (SEO) initiatives.
- » Contribute to company social media sites and blogs to actively engage our target audience and as an effective SEO objective.
- » Design, code and tag monthly promotional emails for various sites.
- » Extensive design work from studio photography to complex digital editing.
- » Setup and oversee multiple CSEs to grow sales revenue in those categories by 800% over last 2 years.
- » Utilized web analytics and competitive analysis to drive 2010 sales revenue up 20% over a flat Year-Over-Year 2008 & 2009 and increased site traffic by 29%.
(2011-to-Date: 60% sales revenue growth over 2010 figures on increased traffic of only 6%.)

Web Analyst Apr. 2006::Feb. 2008

Carlson Marketing Worldwide (a division of Carlson Companies), Plymouth, MN
Contractor at Northwest Airlines (NWA), Eagan, MN

- » Effectively managed daily operations on NWA.com.
- » Collaborated in large cross functional teams in coordinating, modifying, and removing online content and on large scale and/or urgent projects (i.e. redesign of site and booking engine, launching of major new products/promotions, TSA alerts, travel waivers, etc.).
- » Coordinated and implemented SEO recommendations provided by the Avenue A | Razorfish agency.
- » Created monthly competitive analysis reports comparing NWA's online services to others in the travel and airline industry.
- » Designed banner ads and other creative graphics work used in online content.
- » Completed PMI's Project Management Training 101 and 201 through Carlson Companies.

Executive Team Leader Intern (Operations Management) Jun. 2005::Aug. 2005

Target Corporation: In-Store Internship Program, Savage, MN

- » Effectively managed the Savage SuperTarget on multiple occasions as acting Leader on Duty.
- » Successfully performed all core responsibilities of all Target Executive Team Leader's positions (HR, Guest Service, Hardlines, Softlines, Logistics, Flow, Assets Protection, Grocery and Produce).