



# Cory T. Bolton

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**(((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](http://www.CoryBolton.com)  
Design Software: Adobe Photoshop, Dreamweaver, Flash  
Programming: HTML, some Java Script, CSS, ActionScript  
Web Applications: Google AdWords, Yahoo! Search Marketing, Microsoft AdCenter, DRIVEpm, Yahoo! Stores, various Consumer Shopping Engines (CSEs), WordPress  
Web Analytics: Google Analytics, Omniture, Yahoo! IndexTools, Monitus Tools, FeedBurner  
Other Applications: Microsoft Office Apps, FTP Programs  
Operating Systems: Windows 2000/XP/Vista

## (((CAREER OVERVIEW)))

**Interactive Marketing Specialist** Mar. 2008::Present  
FinnishGifts.com, Inc., Golden Valley, MN  
d.b.a. FinnStyle.com, FinnishGifts.com, Aalto.com, AlwaysMod.com & GlassBirds.com

- » Maintained 5 e-commerce websites using Yahoo! Stores platform.
- » Managed both paid search (PPC) and organic search engine optimization (SEO) initiatives.
- » Utilized web analytics and competitive analysis to drive sales revenue up an average of 30% per month over 2007's figures between April through August, and increased site traffic an average of 20% in 2008.
- » Setup multiple CSEs and oversaw product feeds to grow sales revenue in those categories by 1,600%.
- » Contributed posts to two corporate blogs to drive community interest and as an SEO objective.
- » Graphic design work from studio photography to digital editing.

**Interactive Marketing Consultant and Freelance Designer** 2008  
Local Small Businesses

- » Concepted, designed, developed & implemented website and SEO for Twin Cities Metro Painting.
- » Consulted in website development recommendations for Solus Industries & Viking Plastic.

**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).