

# John Hamman

Internet Marketing Professional

Internet marketing, website promotion, and e-commerce expert.

## Objective

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To lead the web strategy, development, and delivery of internet marketing programs while driving new targeted traffic resulting in increased revenue.

## Experience

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Internet Marketing Coordinator and Manager for Cox Communication's Cleveland, Middle Georgia, and North Carolina markets

Responsible for managing, marketing, and maintaining a total of 9 web properties as well as manage the local e-commerce processing teams.

### Accomplishments

- 2005: 38% increase in internet sales for Middle Georgia  
48% increase in internet sales for Cleveland Ohio  
287% increase in internet sales for North Carolina
- 2006: 32% increase in internet sales for Middle Georgia  
120% increase in internet sales for Cleveland Ohio  
*Cox was able to sell the North Carolina market which was their goal*
- 2007: Continued success and increase trend for all markets

- Managed a \$240,000 national ad campaign for cox.com
- Personally managed three local system e-commerce personal
- Created and implemented two local system yearly internet marketing budgets
- Corporate appointed to collaborate with a small team to design and manage usability and information architecture issues for corporate site
- Corporate appointed for lead consultant to national online affiliate programs
- Corporate appointed lead consultant to all Cox Communications web properties in Search Engine Marketing and Optimization (SEM & SEO)
- Increased traffic to local markets by over 60%
- Designed, tested new navigation system for all of Cox Communication's local market websites

### Accolades

- Only person in the company of 20,000 employees to manage multiple online properties
- Cox Communication's Torch Award winner 2006- national online sales
- Winner's Circle recipient 2006 - 10 out of 12 months for online sales
- Winner's Circle recipient 2007 - 4 out of 6 months for online sales
- Nominated for 2006 Cox Communications' Vision Award for innovative marketing strategies and sales tactics

## Skills

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John has over 10 years of experience with various web applications and tools and has obtained his Google Adwords Professional and Yahoo Ambassador Certification.

*Applications:* Wordpress, Dreamweaver, Interwoven Teamsite, Joomla, MS Office, Adobe Photoshop, Adwords, Adsense, Yahoo Search Marking

*Databases:* SQL Server, MySQL, Oracle

*Analytics:* Omniture, Google (Urchin), Websidestory, Webtrends

*Languages:* PHP, AJAX, XML, XSLT, ASP, .NET, C#, HTML, SQL, JavaScript, CSS

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## History

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**2005-2007 Cox Communications** - Internet Marketing Manager/ Coordinator

Notes: Achieved highest percentage of online sales in company history. Managed multiple web properties with continuous increase in sales each quarter.

**2001-2005 I-Think Designs, Inc** - Founder - Web Design, Accessibility, Internet Marketing

Notes: Wide variety of clients including; University of Virginia, Fannie Mae, Hampton University, and IBM.

**2000-2001 Two Rivers Multimedia Productions** - Lead Multimedia Designer

Notes: Had 2 book offers for Macromedia Flash and web design.

**1999-2000 Universal Studios Florida** - Search Engine Optimist/ Partner Project Liaison

Notes: Responsible for assisting USF partners with search engine optimization in order to compete with Disney.

**1997-1999 American Online** - Concept Designer

Notes: Part of the design team to create AOL version 3.5 and 4.0 (Casablanca)



## References

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**Daniel Luetkemeyer**

Product Marketing Manager  
Cox Communications Macon  
478-784-5150

**Pete Stadler**

Product Manager  
Cox Communications Cleveland  
216-535-3331

**Larry Chase**

E-commerce Manager  
Cox Communications Corp  
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**Matthew Spare**

Former Partner  
I-Think Design, Inc  
757-715-3178