

Tom Guard

Cleveland Social Media Marketing Consultant and Wordpress Blog Management

guardinator@yahoo.com

Summary

As an expert in the field of Social Media Marketing, my role is to build and execute strategies for companies seeking to engage their community via the social web.

Building a social network is not about setting up a Myspace page and letting it sit there in hopes of someone finding your business. It's about building and pro-actively engaging people and interacting with people within your social community.

I would like to work with businesses or individuals that want to use social media to expand their brand's awareness. I want to let people know that you are more than a product sitting on a Facebook page with out any compelling content.

Specialties

Social Media Marketing. Installing, building and maintaining Wordpress blogs and using the latest search engine optimization techniques to make them rank well in the search engines. Article marketing. Using Twitter to run marketing contests using specially designed Wordpress plugins. Adsense and adwords experience, Google tools, experimenting and learning about the latest social networks.

Experience

Self Employed at Home

April 2008 - Present (1 year 8 months)

Freelance consultant in the area of Social Media Marketing Strategies. Building Wordpress blogs for businesses in the Cleveland area as well as remotely for small and large businesses. Building and executing Social Media Campaigns using search engine optimized blogs, and other social media sites like Facebook, Twitter and Youtube.

Website Design and Freelance Copywriter at Various Freelance and Consulting Jobs

January 1997 - Present (12 years 11 months)

Assist in various web design projects for on a freelance basis.

Volunteer time to show children and elderly how to use a PC for personal and educational purposes.

1 recommendation available upon request

Editor/Copywriter for VOD website at Galaxy Internet Group

October 2006 - April 2009 (2 years 7 months)

Write original keyword rich copy for retail website. Worked on two VOD projects as copywriter and video editor. Trained new employees on VOD software. Test and recommend new time-saving techniques with editing software. Come up with extremely creative tags or meta data on VOD site for proper search engine optimization. Won employee of the month in less than a year.

Bus Driver at Greyhound Lines, Inc.

March 1999 - August 2006 (7 years 6 months)

Drove buses and did various website work for the union. Trained new employees. Received many awards for safety.

Education

Kent State University

Advertising, Creative Writing, Psychology, 1991 - 1998

Honors and Awards

Employee of the month at Galaxy Internet before the end of my first year. Multiple awards at other jobs.

Interests

New technology, new SEO techniques, reading, fishing, comedy clubs, jokes, youtube, social networking and social marketing. Wishing Cleveland would win a championship in a major sport. (Not curling or shuffle board.)

Tom Guard

Cleveland Social Media Marketing Consultant and Wordpress Blog Management

guardinator@yahoo.com



1 person has recommended Tom

"With tom's suggestions, we were able to improve traffic to our website."

— **Christina O'Neill**, was Tom's client

[Contact Tom on LinkedIn](#)