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BIOGRAPHY

I have been creating marketing material and content for the web covering a range of topics from social commentary, hospitality, entertainment, and parenting tips to social media best practices and software technical documentation for over 10 years. With a focus on organic copy, the ability to write naturally flowing content that is keyword-rich without the “commercial” sound has proven to be my strongsuit.

PORTFOLIO

bUmp Interactive

As an internet marketing manager for a large portfolio of media blogs, my primary bUmp website is a place for me to share my experiences, give advice, and solicit input from what I’d like to consider my co-workers... other full-time writers like myself. It’s also a place to organize all of my web projects and put them on display in the form of case studies covering different blogging techniques, optimization efforts and monetization tactics. Most articles on this site are related to blog design, short reviews, tips and SEO articles of interest.

Country Music News Blog

CMNB was created to demonstrate the ability to dominate search engine results without a heavy use of repetitive keywords which often drive away readers. By focusing on a particular interest group, in this case country music fans, we are able to naturally and even conversationally stay within a predetermined grouping of key terms and phrases without commercializing the content. As a result we have seen a higher rate of loyal readers, and a steady stream of feedback through reader comments. We have also seen a rapid rise of pagerank based primarily on content alone (without the assistance of linkbaiting or high-ranked backlinks).

Country Music On Tour

CMOT is an education in several aspects of web marketing. All textual content and alt tags are optimized to a minimum keyword density to monitor how search engines are weighing this attribute. The site is optimized for off-the-beaten-path key phrases but seems to do well in more obvious search terms due to the nature of the content. And finally, the site is a test of the profitability behind building an entire website around a single affiliate program.

EXPERIENCE

Internet Marketing Manager | **bUmp Interactive**

2004 - 2008

As a co-founder of bUmp Interactive Web Media, I manage all areas of website and content development, traffic analysis, marketing campaigns, social media networking, affiliate management, and monetization for our portfolio of websites. In turn I publish educational articles covering SEO/SEM Best Practices, website UI usability, viral and social media marketing, and Organic SEO.

Brand Manager / Customer Support | **Multi-Systems, Inc.**

2003 - 2008

As a Brand Manager for Customer Support it was my duty to manage a team of 20-25 technicians as we provided high-level software and hardware support to hotels under the SHG/USFSI (Hyatt) chain. I covered all aspects of technician training and development, recruiting hiring and payroll, and performance monitoring. I also represented our company to the end customer through conference calls, software documentation, property visits, trade shows and industry conferences. I reported to the Vice President of Customer Success and worked closely with members of the Quality Analysis, Account Management, and Development teams.

MEMBERSHIPS

Speakers Committee | **PodCampAZ 2008**

Certified Help Desk Professional | **STI Knowledge**

Further employment history and references are available via my LinkedIn Profile at <http://www.linkedin.com/in/shaunacastorena> .