**David W. Ewing**

**Email: DavidEwing@my.unt.edu**

**(972) 693-1709**

Online Marketing Director -Social Media/SEO

Champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. I keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns that go far beyond just the Facebook “Wall”.  
  
**Partial List of Tools (full list available at HireDavidEwing.com)**

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| --- | --- | --- | --- |
| **Technical Skills**   * PHP * HTML * FBML * iFrames * Javascript  Dreamweaver * Photoshop * CSS * Wordpress * Joomla * CRE | **Social Media**   * LinkedIn * Facebook * YoutTube * Flickr * Twitter * Ning * Hootsuite * Myspace * Orkut * Viral Linkbait | **Social Voting/ Analytics**   * Digg * del.icio.us * StumbleUpon * Technorati * reddit * Google and seomoz |Google Webmaster tools * Google Trends * Twitter Search | **Marketing Tools**   * Camtasia * Help a Reporter Out (HARO) * PitchEngine * ReportingOn * Twellow * Wikipedia * Second Life |

**EXPERIENCE**

**Captain Limousines,** Coppell, TX –Largest luxury limousine fleet serving Dallas/Fort Worth area.   
**Social Media Manager,** 2008 to Present  
  
*Partnered with the most exclusive local companies in Dallas, Texas to design and execute social media strategies that meet client objectives.*

* Develop and manage online marketing campaigns for Captain Limousines.com, AmericanTopLimousine.com & CLTransportation.net, effectively driving brand awareness, engagement and traffic to social media pages.
* Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.
* Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
* Place stories in *BusinessWeek*, *PRlog*, *Yahoo Associated Content* and other key news outlets. Ensure placement in social content Web sites such as Digg, StumbleUpon, etc.
* Managed seasonal discounts through social media channels

**EXPERIENCE**

**Computing Information Technology Center**  June 05 – June 10

**University of North Texas**, Denton, Texas

* 5+ years providing technical observation and reporting for $1.5 million worth of UNT’s inter-networking systems.
* Successfully re-branded CITC to Operations via the development of its internal **website** resulting in establishing new IT identity and training program for new hires.
* Developed and implement the **Web content strategy** for operations.
* **Search engine optimization** strategies using analytics tools

**Web Designer & Search Engine Marketing** March 2005 – 2006

**First Peoples’ Jewelers**  Denton, Texas

* Redesigned entire website, incorporating emerging technologies designed specifically with technology solutions to meet the needs of complex customer service.

Increased overall traffic by 45% in just 3 months by **optimizing online ads & text links**

**EDUCATION**

**University of North Texas,**Denton, TX  
Bachelor of Science, Applied Behavior Analysis