

John Wesley Hampson

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Please View My Full Portfolio Available At: <http://jwhampson.com>

Summary: I want to combine my background in content publishing with my experience in digital marketing to create attractive and compelling websites for amazing companies. For companies with an established online presence, I'd love to analyze existing web properties to discover more efficient processes, and use innovative methods to create competitive advantages.

Desired Roles: Web Developer (WordPress, HTML5 preferred), Marketing Strategy Consultant Search Engine Optimizer (On-Page preferred), Search Engine Marketer / Pay Per Click (PPC), Copywriter (Web or Print), Content Editor (Web or Print), or Social Media Manager

PROFESSIONAL EXPERIENCE

Metonymy Marketing Strategies Jan. 2014 – Present

Serving as the lead strategist, multi-role web developer, and search engine optimizer. Completed approximately 200 website projects and provided strategic planning & business analysis services to companies ranging from startups to government contractors, and everything else in-between.

The Informer Magazine Jan. 2015 – Nov. 2015

Co-founded and served as marketing and operations manager for *The Informer*, an infotainment & public records publication distributed weekly across 100 locations in northwest Louisiana.

Heliopolis Feb. 2011 – Nov. 2014

Co-founded and operated as the web director, content manager and editor for Shreveport, LA's very own *Heliopolis*, a still-extant bi-weekly arts & culture magazine, both in print and online.

Campaign to Elect Victoria Provenza for Mayor July 2014 – Dec. 2014

Served as the technology director for the campaign, incorporating web development, content creation, digital marketing & advertising, graphic design, database management, data analysis, and political strategy to earn our campaign 37% in a runoff election with minimal resources.

EDUCATION

Louisiana State University – Shreveport Aug. 2009 – May 2014

Bachelor of Arts – English, with concentration in Professional Communication GPA: 3.5