

**ANTHONY MICHAEL CACCAVALE**  
**Online Strategist | SEO | Web Analytics | Link Builder | Social Media Strategist**

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**OBJECTIVE**

- To obtain an online marketing position to help an organization grow

**PROFESSIONAL EXPERIENCE**

***AD2 DC • Public Service Online Strategy Team Co-Lead • August 2011 to Present***

AD2 DC is a 32-year-old and under advertising professional organization in Washington D.C. AD2 DC Public Service committee selects a non-profit organization to help create and implement an advertising campaign.

- Created an online strategy to help Space of Her Own (SOHO) for online visibility. Strategy includes optimizing their new website, setting up Google Analytics and Webmaster tools and social media marketing for donations and fundraising.
- Presented plan to client
- Trained team on keyword research
- Conducted keyword research to find relevant and proper keywords to optimize new website

***Ketchum • Account Coordinator, Online Strategy • February 2011 to February 2012***

Ketchum is a global, award-winning PR firm that has a variety of clients ranging from consumer products to public affairs.

- Analyzed web traffic for client needs based on Google Analytics, Google Webmaster and Bing Webmaster
- Created reports based on web analytics programs for clients. Information in reports include diagnostic reasoning based on trends
- Drafted pitch emails for bloggers and webmasters for link placement
- Conducted keyword research
- Compiled pitch lists of high authority blogs and websites for link placement
- Implemented URL tracking of pitches to bloggers to gain insight regarding pitch effectiveness and results.
- Assisted in SEO keyword campaigns as needed
- Wrote meta descriptions and titles for blog posts and website pages
- Diagnosed problems related to our clients' web properties
- Helped optimize YouTube videos including the Sassy Gay Friend Kraft MiO campaign that received over 100,000 views
- Assisted in technical audit for a blog
- Assisted in two promotion plans for online strategy for a government client
- Reached out to social media companies and analytic platforms for business opportunities

***Crosby~Volmer International Communications • Government Affairs Intern • January 2011 to February 2011***

Crosby~Volmer is a PR firm located in Washington, DC that deals with a variety of clients ranging from non-profits to an analytics company.

- Pitched congressional offices by phone and email for a housing panel event - over 60 congressional staff members and reporters attended the panel
- Researched various assignments including but not limited to competition for a client, best mommy bloggers to reach out to and news searches related to the housing/mortgage market
- Updated list of the 112th House of Representatives in our database
- Helped create a template for a website layout
- Sat in on client meetings for Government Affairs initiatives for our mortgage-based client

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***The HERO Campaign • Intern • February 2010 to September 2010***

The HERO Campaign is a New Jersey-based (though not limited to) anti-drunk driving campaign that promotes John's Law and other drunk driving prevention programs.

- Created wiki page for over 35 committee members to communicate with one another about an upcoming 10<sup>th</sup> anniversary dinner
- Developed strategy to get coverage for a 10<sup>th</sup> anniversary golf tournament and the HERO Campaign
- Wrote news releases for events
- Pitched editors through email. Received coverage due to the pitches in newspapers and blogs
- Supported Director of Community Outreach with technological efforts, social media efforts and PR efforts

***Suasion Communications Group • Public Relations Intern • December 2009 to September 2010***

Suasion Communications Group is a communications firm that caters to the tourism and hospitality industry. Suasion's award-winning public relations efforts include major tourism accounts such as Wildwoods, NJ and Haddonfield, NJ.

- Drafted news releases, media advisories and anything else that was needed for a multitude of clients including Wildwoods, NJ and Haddonfield, NJ that was to be distributed to media. Placements for our clients have included the local paper and regional and national magazines.
- Pitched the local media about upcoming events
- Updated and wrote for social media pages
- Drafted email pitches that were to be distributed to magazines
- Researched information for clients and for our firm for presentations and client meeting preparations
- Organized press clippings for the firm and its clients
- Edited web content and news releases

***SPV USA Records • Intern • June 2008 to August 2008***

SPV USA Records was a record label's U.S. marketing/public relations branch.

- Maintained social media pages—including MySpace pages—for 3 labels (SPV USA, Inside Out and Superball Music) and over 10 artists
- Created a Ning website for SPV USA (the second search result on Google for "SPV USA")
- Created mail out packages that included but not limited to albums, posters, post cards and etc.

**EDUCATION**

***Virginia Tech., Blacksburg, VA • Graduated May 2009***

- BA in Communication, concentration Public Relations with minors in Sociology and Professional Writing

**COMPUTER PROGRAM PROFICIENCY**

- SEO Moz
- BuzzStream
- Google Analytics
- Google Webmaster Tools
- Bing Webmaster Tools
- Google Insights
- Google Adwords
- Keyword Discovery
- Twitter
- YouTube
- Facebook
- Feedburner
- AddThis
- TwitterCounter
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- Microsoft Office
- Vocus PR
- Cision
- WordPress

**PROFESSIONAL ORGANIZATIONS**

***AD2 DC***

***PRSA***

***PRSSA (Public Relations Student Society of America)***

*September 2011 to Present*

*August 2009 to Present*

*August 2005 to May 2008*