

# Blake Imeson

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[blakeimeson.com](http://blakeimeson.com)

## EDUCATION

### | Grove City College, PA

Projected graduation: May, 2010

Bachelor of Science in Entrepreneurship, Minor in Economics      GPA 2.93

## EXPERIENCE

I have been involved in many businesses as a result of growing up in an entrepreneurial family. My parents and grandparents all had small to medium size businesses that they founded. In the businesses my parents had, I had the opportunity to work with them from the initial idea, to the start-up, to the operation and ultimately, in one case, the successful sale of the business to an industry consolidator. I grew up discussing strategic business issues with astute business owners in both family and community.

### | Tropical Palms Resort (Kissimmee, FL)

1995 - 2000

Worked in landscape maintenance and customer service, cashier in retail store, as well as cashier/server at a poolside café, participated in delivering a customer experience that was a "wow."

### | Restore Construction, LLC (Murphy, NC)

2001-2003

In our family construction company I worked on multiple building renovation projects in an historic downtown area in the Smokey Mountains. Provided research and acquisition support for historical accuracy in these projects as well as hands-on construction activities.

### | Moose Hollow Trading Co. (Murphy, NC)

2004 - Current

Created the name for the business, designed the initial template that the logo was based on, participated in all aspects of the customer experience from sales to delivery to graphic design/marketing, and currently, extensive groundwork on the next phase of the website in design, SEO, usability and conversion.

### | Current Projects

I started a Wordpress blog for E-Commerce class bonus. **Erniels.wordpress.com** a blog of funny and clever Facebook statuses. It has reached 700 views in one day. From its start 10/06/07 – 2/25/08 has had over 52,600 views. That is an average of 370+ views per day. I have been interviewed by the **Wall Street Journal** about this blog.

Started another blog **libertyquotes.wordpress.com** which is a quote resource.

Established the domain **advocateliberty.com**, loaded and customized Wordpress with configured 28 plugins. This blog has scholarly articles/papers on economics by Grove City College students.

Currently developing my personal portfolio page at **blakeimeson.com**. This will serve as a reputation management tool and listing of current projects/directions. I am starting to provide this service to fellow students.

I am also building a SEO consulting brand using the name **sparkplug SEO** and plan to market through the domains **sparkplug-seo.com** and **sparkplugseo.com**.

## SKILLS

- Search Engine Optimization and Social Media Optimization
  - Have accounts and am familiar with: SEOMoz, Sphinn, Digg, Stumbleupon, Technorati, Del.icio.us, Flickr, YouTube, Facebook, Twitter, LinkedIn, MyBlogLog, , ebaY, Ning
  - I use Google Analytics, Sitemaps, and Adsense.
- Graphic Design
  - Have designed several logos and worked on many advertising pieces.
- Computing – *Proficient in:*
  - Mozilla Firefox, FileZilla FTP
  - Microsoft Word, Excel, PowerPoint, Outlook
- Woodworking and Furniture Design

## CORE COMPETENCIES

- Business Acumen** – Grew up living in the business culture.
- Work Ethic** – Have a proven work ethic.
- Digital Native** – Raised on the web, and understand it.
- Technology Application** – Can apply knowledge practically in a business.
- Research Skills**