

Jonathan Dusza

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Professional Experience

ProSource Performance Products
Manasquan, New Jersey
Web Master

Online Bodybuilding Retail & Catalog Company
2007 — Present
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- SEO methods increased search engine traffic 176%, referring sites 125%, visits 72%, page views 49% & incoming keyword traffic 212%
- Online work helped grow internet sales 25% in a declining economy
- Maintained minimum 4x ROI with shopping comparison sites (Nextag & Shopzilla)
- Editorial training specific to bodybuilding industry used for writing FDA disclaimers and product warnings
- Coordinated EDI services with national trading partners (CVS, Walgreens, Duane Reade, Wakefern, Vitamin Shoppe etc.)
- Maintained industry leading sports supplement websites, blogs and forums including 40+ static websites for product/SEO purposes
- Conducted email marketing campaigns, ad management and online promotions where product sales on items regularly doubled
- Developed in-house services to monitor website uptime and execute automated recovery methods
- Expanded online reach via social networking sites and social networking tools
- Provided economical solutions for front-end/back-end applications while outlining limitations based on equipment age, use & software interaction
- Admin for multiple web servers, database servers, and other IT support for network security and performance

Hollywood Gadgets, Inc.
Lakewood, New Jersey
Office Manager & CTO

Online Retail & Catalog Company
2006 — 2007

- Convert & edit print catalogs (400k+ circulation, every 6 weeks) into online promotions
- Liaison for e-commerce & shopping comparison sites (Amazon, Shop.com, Nextag, Pricegrabber)
- Liable for all network operations, server management, security and equipment upkeep

- Streamline operations between vendor relations, internet marketing, inventory control, and design departments
- Supervise staff of 12-20 individuals consisting of call center agents, warehouse and temporary employees
- Significantly reduce equipment/production costs while developing strategies to reduce outsourcing expenses

IDT Corp./WMET 1160 AM
Washington, District of Columbia
Director of Online Operations

AM Political Talk Radio
2004 — 2006

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- Create & maintain bi-weekly newsletters to 90k + government employees
- Implement new web technologies (e.g. podcasting, media archiving & geo-targeted banner campaigns)
- Increased web traffic to 200-300k impressions (unique) per month
- Coordinated meetings with sales and IT team for advertising ventures
- Ensured optimal website architecture, coding, safe testing environments and SEM/SEO

Digital Freedom Network
Newark, New Jersey
Web Master & Graphic Designer

Non-Profit Organization
2003 — 2004

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- Added server-side databases to efficiently handle weekly newsletters amassing 2,000+ subscribers
- Achieved page 1 search engine results in Google
- Cut outsourcing costs
- Lead project aimed at funneling information to people in oppressive and censored countries
- Helped gather information for an index of digital freedom, similar to the [CIA's World Fact book](#), but focused on the level of communication technology (or its potential) in developing countries around the world

Education

Hofstra University
Major: Print Journalism; Minor: Fine Arts
Achievements: Departmental Grants 1999 - 2002

Hempstead, New York
1999 — 2002

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Raritan Valley Community College

North Branch, New Jersey

A.A.S., Multimedia Communications
Achievements: Dean's List 1999

1997 — 1999
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