

Todd Halterman

Marketing, Content and Technical Specialist - HSC, LLC

Norton Shores, MI

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231-638-2352

Experienced Marketing Specialist, Managing Editor and Web Strategist with a demonstrated history of innovation in the online media industry. By creating compelling content and attractive packaging I help connect business with people to build authoritative, trusted brands. Tech savvy media and communications professional skilled in Search Engine Optimization (SEO), WordPress, Journalism, Content Management Systems (CMS), and UX.

But there's no need to take my pitch as gospel without proof:

- Gary Schenk

Shareholder/Chairman at Schenk, Boncher & Rypma, PC

"I have known Todd - and had the opportunity to work with him - for a number of years. His media skills are incredible and are only limited by YOUR imagination, not his. A great person with whom you can work to optimize your media presence."

- Mark Fritz

Pulitzer Prize Winning Journalist and Author

"Smartest guy in the room. A visionary without arrogance, a multi-media, multi-talented mensch."

Work Experience

Editor, Developer and Photographer

HSC, LLC

October 2008 to Present

HSC is the LLC Corporation through which I deliver Marketing, SEO, writing, editing, photography and digital branding solutions to local and statewide clients.

Managing Editor

Punchbowl Media - Spokane, WA

June 2013 to February 2017

I am the Managing Editor for 3DPrinterWorld.com

Managing Editor, Content Producer and SEO Specialist

Consumer Media Network - Houston, TX

July 2011 to November 2012

Developed and maintained Google Analytics infrastructure provided all content (more than 2,500 posts), site design and developed marketing initiatives for www.motorcycleinsurance.com. Site traffic increased from approximately 600 visitors a month to more than 150,000 visitors a month, and page views per session tripled in less than one year. Accomplishments PHP Coding MySQL Development Server Configuration and Maintenance WordPress Mods and Themes Site sold July 2012

Managing Editor and SEO Specialist

Spring Street Media - Ann Arbor, MI
December 2008 to July 2011

I was the Managing Editor of a sports and inbound marketing website dedicated to mixed martial arts news.

Web Developer, SEO Project Manager

Source Interlink
July 2006 to November 2008

Led application development team transition to .NET platform and SQL server implementation. Managed web ordering, fulfillment and ecommerce applications which include a variety of user management, reporting, catalog, ecommerce and ordering modules tailored to b2b and b2c users. Site metric implementations include affiliate program management, marketing email campaigns and site metric analysis with new Omniture installation through our parent company, AEC/Source InterLink. Previous site metrics managed through custom site tracking solution and corporate-based installation of WebTrends. Developed marketing and product user RSS feeds for affiliates and software product users. Managed and created interfaces for affiliate marketing programs through SAS (Share-A-Sale), Commission Junction, Amazon and Google. Managed and tracked CPM and CPC through all affiliate programs.

Project Manager/Senior Web Applications Developer

Integra Printing (Now Gilson) - Grand Rapids, MI
November 2002 to July 2006

I was tasked with the design and development of Mindwire, an online order management, digital asset management and one-to-one marketing solution. MindWire® is a proprietary software system exclusively available to current Gilson customers which integrates design, print and fulfillment systems in a seamless workflow via a standard web browser.

Computer Solutions Consultant

Ambassador Solutions - Indianapolis, IN
January 1999 to November 2002

I developed technical documentation and user training solution websites for Corning and DoltBest Hardware.

Lead Technical Editor

BAAN/Knowledgeware Solutions (Now Infor Global Solutions) - Grand Rapids, MI
December 1997 to December 1998

Managed a worldwide team of writers, editors and graphic artists to develop training materials for BAAN ERP software, a pioneering firm in CRM solutions. (https://en.wikipedia.org/wiki/Baan_Corporation)

Editor and Publisher

The Rockford Independent Newspaper/Rockford Group Inc
March 1994 to December 1997

Created, launched and served as the Editor-in-chief and co-owner of one of the first digital and print weekly local newspapers in Michigan.

Owner and Principal Photographer

Fotowork - Grand Rapids, MI
March 1988 to March 1994

Reporter Photographer Columnist

Grand Rapids Press - Grand Rapids, MI
April 1985 to March 1988

Education

BA in English and Journalism

Michigan State University

Skills

Digital Marketing, Google Analytics, Illustrator, Indesign, SEO, Marketing, Wordpress, search engine optimization

Links

<http://www.3dprinterworld.com/profile/todd-halterman/>

<https://muckrack.com/todddhalterman/portfolio>

<https://www.linkedin.com/in/todddhalterman/>