

# JOHN D. WILKERSON

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## ECOMMERCE MANAGEMENT – PROJECT MANAGEMENT

### *Sales/Marketing Management - Organizational Development - Operations Management*

Highly knowledgeable and results-driven Marketing Project Manager Professional with 12 years' experience driving revenue, improving business operations, sales, and marketing functions. Proven ability in identifying cost containment measures to increase profits, monitoring inventory and quality, shopping cart maintenance, and improving customer satisfaction. Expertise includes strategic leadership, e-commerce marketing implementation, sales call management, team development, budget management, training, and employee relations. Has managed and overseen over 25 direct reports.

*Project Management...Sales Growth... Ecommerce... Advertising Development...Labor & Cost Control...Customer Relations Management(CRM)...Email Marketing...SEO...SEM...SMM...P&L Management (Profit and Loss)...Productivity Improvements...CRM...Business Plan Development...Budget Planning...Contract Negotiations...Capital Planning...Expansion/Turn-Around Strategies...Product Pricing...Quality Assurance...Strategic Business Development... Inventory Control...Training & Employee Development...Master Scheduling...New Product Development...Sales Cold Calls B2B...B2C...New Market Development... Cross Functional Sales Team Building and Management...Risk Management...Lead Generation*

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## PROFESSIONAL EXPERIENCE

CONSULTANT - SEO/SEM ECOMMERCE WEBSITE REDESIGN  
OCTOBER 2011 – PRESENT

WICI.COM – LAKELAND, FL

Wici is an industrial electronic sensor measurement manufacturer. Their online catalog covers over 200 unique products with features and options representing over 10,000 SKUS. I was involved in the original catalog conversion from print to online in 1998 and wrote their first website in HTML. Today their product lines consist of their own manufactured products as well as numerous third party manufactures products. Customer orders are shipped to over 20 international countries utilizing their own direct hosted shopping cart and internal export documentation department.

My role with the organization has been to provide leadership and marketing direction for moving the existing website from a brochure format to interactive Social Media platform.

- Establishment of new subdomains areas to allow a larger hosting of educational material
- New backlink development program focused on .edu domains
- Launching of new blog environment and development of resource material
- Cleanup and implementation of SEO layout for coding and keyword usage
- Targeted website usage to new organic search methods and Social Media users
- Re-refresh layout of existing company product literature to incorporate modern web usage practices
- Refinement of email harvesting techniques via homepage location, Twitter, blog, and broadcast email
- Developed program for unique landing pages to assist in analytic capturing and A/B testing measurement
- Re-launch of Google AdWords advertising campaign and direct email broadcast advertising

PROJECT MANAGEMENT CONSULTANT - ECOMMERCE  
JUNE 2010 - SEPTEMBER 2011

POWER EARTH WAREHOUSE - LAND O LAKES, FL

PowerEW is an ecommerce startup focusing on Green lifestyle, renewable Green products, and education for the home DIY community. My duties included the research, organization, and management of new business development for an ecommerce website.

- Project management for web site development; included content creation (website and Blog), platform selection, merchant processing selection, web hosting, and market research.
- Managed implementation of SEO programs, web analytics, online digital marketing, B2C search engine marketing, and social media programs.
- Tracked SEO Lead Performance analysis, SEO Traffic Metrics, and SEO Rank research and developed results report along with implementation recommendations.
- Developed the Content management methods for maintaining all online content and print literature
- Compiled and wrote over 350 pages of content for website within 9 months.
- Successful liaison between creative and development groups managing all cross department and subcontractors for site creation. (Graphic Arts, Web Hosting, Coding, Shopping Cart Development)
- Persona Model development - project focused on gathering information from actual users and desired users' demographic diversity. Data was used to develop methodology for website design, content creation, advertising models, customer roll-play, and new tribe identification.
- Implemented CRM program for tracking and communication with vendors via Salesforce.com
- Senior representative for the company presence at 2011 International Home Builders show. Responsible for vendor and subcontractor interviews and contract negotiations, this allowed PowerEW to become an authorized distributor and reseller for products ranging from solar panels to environmental hazardous material cleanup.

NEW MARKET CONSULTANT - SALES/E-COMMERCE/OPERATIONS    AKL ENTERPRISES INC. - TAMPA, FL  
FEBRUARY 2007 - 2011

AKL Enterprises is an independent Automatic Teller Machine (ATM) placement firm specializing in owning, hosting, and maintaining fixed placement machines and mobile event trailers throughout Florida. Daily responsibilities include developing new market strategies, managing sales team, contract negotiation, B2B sales calls, operation improvements, and project management for the fabrication of new mobile trailers.

- Implemented a direct email marketing campaign and direct mail campaign. This yielded a 2.5% response rate and increased sales by 17%.
- Provided ecommerce technology recommendations and brand integration opportunities.
- Designed and implemented company website.
- Utilized web analytics to study consumer behavior and website performance.
- Spear headed, designed, and led sales team for new market entrance via mobile ATM trailers. This new market added 20 new accounts resulting in a \$100,000 increase in revenue.
- Developed and designed using Adobe Suite, all sales literature.
- Negotiation contracts for mobile ATM trailer placement centered on organizations such as Chamber of Commerce, Million Dollar Property Management Firms, Regional Art Museums, and Multiple City Sponsored Functions. New contracts increased revenue by 50% with an average of \$5000 per contract.
- Created marketing collateral for corporate press kits, new customer leads, and show staff accounts.
- Negotiated large contract with regional credit union to allow AKL, Inc. to act as official subcontractor at large multi day national art show. This increased per show revenues by \$2.5k.
- Redesigned install procedures resulting in reducing machine install times from 2 hours to 45 minutes. Saving \$200 in new machine install cost.

Blue Acorn is a successful commercial facilities maintenance services company specializing in the new home construction market and high end stone refinishing business. This endeavor has placed me in direct charge of creating and executing marketing plans, contractor and customer contract negotiations, managing sub-contractors and employees, and developing business to business relationships.

- Successfully led new business startup for high-end stone resurfacing and new construction final site cleanup. Revenues went from \$0 to \$100k the first year.
- Created marketing collateral for corporate press kits and new customer leads.
- Led development of cold call and direct mail advertising that resulted in 35% growth per year yielding 50 new customers during the first 12 months of implementation.
- Strategically aligned a competitor to provide all labor and machinery for larger resurfacing contracts. This added \$10k per month in earned revenues.
- Hired, trained, and managed multiple work crews of 10 persons while also overseeing insurance, payroll, sales team, and equipment/labor allocations.

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## EDUCATION

University of North Florida, Bachelor of Business Administration - Administrative Management  
University of North Florida, Bachelor of Business Administration - Marketing

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## TECHNICAL SKILLS

Microsoft Office Suite...Adobe PageMaker/Adobe Photoshop...FileZilla FTP Client...Web Site Design with Shopping Cart - DigiShop...Blogging - WordPress...QuickBooks...Print Advertising Layout