

Contact Me

Anderson Xavier

andersonofficial7@outlook.com

Certified Green Building Operations & Maintenance Professional

Energy Audits	Green Cleaning, Carpentry	BPI GPRO USGBC
Weatherization	Interior Demolition	OSHA 30
Cost Estimates	Electrical, Plumbing	EPA Lead RRP

Experience

Marketing Strategist + Producer

Freelance New York, NY 2015 - Present

SpiderBoost & BusinessWire Miami, FL 2013 - 2014
Sourced and optimized content for website development and content marketing.
Boosted Wordpress-based SEO output and response by nearly 70% within 2 months.
Led content marketing team's 10 niche launches across the country within 1 month.
Streamlined production using analytics trends data developed with affiliates and in-house teams.
Advised clients to achieve record response rate for social media account of over 10,000 fans.

Major client projects:

Business Wire [Alibaba IPO News Center](#)
[77NRG Investor Center](#)
[Liberty TripAdvisor Holdings Investor Center](#)
SpiderBoost Agency [BancTrust](#)
[TeamGAT Social Media Co-director](#)

Freelance Miami, FL 2009 - 2013
Organized marketing and web development ideas to build value for small- and medium-sized businesses throughout the state.
Developed open source marketing workflow plan that halved new projects launch time.

Production Editor

Carter, Reddy & Associates Gainesville, FL 2007 - 2008
Updated curricula using latest Adobe + Microsoft tools to increase production runs.
Calibrated daily inventory, client and backoffice support for 10 educators across the country.
Managed point-of-contact project materials and distribution for UPS, Fedex, + USPS accounts.
Created performance analysis + forecast checklist for 40 regional and national districts.

Assistant Office Manager

A&B Recycling Pembroke Park, FL 1997 - 2004
Managed cash and payroll
Saved 30% of technology costs by introducing Microsoft Office-based document management.
Performed tech support and maintenance for cash register, video monitors, and computers.

Education

Bachelor of Arts (including studies in Marketing, Economics, Geography)

University of Florida Gainesville, FL 2008