

Ted Cantu
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Mission: To create more streams of revenue and secure market share, AI SEO online presence and customers through online marketing, social media and web traffic.

QUALIFICATIONS:

- Creating online traffic sources using funnel technology and local search.
- Establish large infrastructures online and dominate an industry

EXPERIENCE:

2012 - Present **Cantu and Partners** Detroit, MI

Web 2.0 Marketing, Search Engine Optimization

- Placed websites on page1 of Google in 5 days with SEO
- SEO Web Traffic strategies generate real views vs bots
- Beat out 52 million web pages with SEO Google in a competitive market
- Helping companies grow from online to brick-and-mortar locations
(Generating \$15 million in revenue – CPG, B2B, D2C products)

Created Web PR – that was published in NBC, ABC, NPR, USA Today

03/08- 2012 **Cantu and Partners** Detroit, MI

Web 2.0 Marketing, Search Engine Optimization

- Created Web PR – that was published in NBC, ABC, NPR, USA Today
- Created SEO online presence for companies in 15 minutes using web video
- Smart use of Click Funnel technologies to beat out competitors on Google.
- Created an audience of 86,000 viewers with web video commercials

10/00- 03/08 **911 Copywriters** New York, NY

Direct Response Copywriter

- Writing email campaigns that had a 85% conversion
- Wrote dynamic direct response sales copy for clients
- Created tear sheets, postcards, and business cards that generated sales
- Generated sales using direct response marketing strategies

1/97-9/00 **Freelance Art Director** New York, NY

Online Art Director – 3 Generations of Multimedia

- Arranged meetings with creatives on special media projects
- Spearheaded corporate and retail web sites for Lever Ponds, NBC, and Capitol Records
- Generated dynamic original artwork for ad agencies (FCB, Doner, and GiftCertificates.com)
- Delivered original artwork for wearables, animation, and storyboards

EDUCATION:

June 1994 **Eastern Michigan University** Ypsilanti, Michigan
Graduated with a BFA in Graphic Design, Telecommunications, and Film

Professional Groups: AIGA, Dan Kennedy Direct Response Marketing, BNI, LBN