

BEAU MUELLER

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All-around online specialist with over ten years of experience building, marketing and managing websites.
Specific areas of expertise include:

Online Marketing • Web Development • Web Content Management • Search Engine Optimization (SEO)
Social Media Optimization (SMO) • Web Analytics & Testing • Web Strategy • Pay-per-click Management (PPC)
Project Management • Outsourcer Talent Development & Management • Online Reputation Management

PROFESSIONAL EXPERIENCE

MUELLER STRATEGIC LLC, Honolulu, HI and Miyazaki, Japan, June 2008 – Present

Owner & Director: Direct a mix of web development/content management, online marketing (SEO, SMO and PPC), and web analytics/reporting projects. Engaged in a combination of business development, client consulting, project management, and technical implementation activities. Currently oversee a team of eight dedicated outsourcers, consisting of programmers, developers, designers, and online marketers.

MIYAZAKI PREFECTURAL BOARD OF EDUCATION, Miyazaki, Japan, August 2009 – August 2011

Assistant Language Teacher: As a participant in the prestigious Japan Exchange and Teaching Program(me), taught elementary and high school students English as a second language.

AXIOM GROOVE LLC, Honolulu, HI, January 2007 – June 2008

President & Co-founder: Directed business development and management activities. Oversaw and implemented a mix of search engine optimization (SEO), pay per click management (PPC), Social Media Optimization (SMO), and online strategy consulting projects. Developed, managed and trained outsourcers.

CLEAR CHANNEL RADIO HAWAII, Honolulu, HI, June 2006 – December 2007

Online Content Director: Managed, updated, re-designed, and provided strategic direction for and implementation of web content and web marketing projects for six local radio station websites – KSSK FM 92.3/AM 590, KHVH-AM 830, KHBZ-AM 990, Star 101.9 FM, and Island 98.5 FM . Worked daily with web graphics and media, while spearheading several simultaneous projects to increase web traffic and revenue.

STATE OF HAWAII DEPARTMENT OF EDUCATION, Kaunakakai, HI, October 2002 – June 2004

Community Learning Center Instructor: Taught community classes to students of all ages on diverse topics including web design & marketing, e-bay and other computer topics.

EDUCATION/TRAINING

Bachelor of Arts in Asian Studies (June 2006)

University of Hawaii at Manoa

Google Adwords Qualified Individual (February 2008, renewed October 2011)

Yahoo! Search Marketing Ambassador (February 2008)

AFFILIATIONS/AWARDS

Miyazaki Prefecture Special Overseas Correspondent – Appointment by Prefectural Vice-Governor - 2011

Hawaii's Top 50 High Tech Leader Award – Pacific Technology Foundation – 2008

Board of Directors (Vice-President) – Hawaii Chess Federation – 2008-2009

"Cultures of the Mekong" Study Grant Recipient – Freeman Foundation – Summer 2005