

# Howie Taylor

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## ★ Professional Summary

Dynamic Director of Online Marketing & Web Development with 12+ years of leadership at Coast Dental. Skilled in digital strategy, enterprise-level web development, SEO, PPC, user experience, and multi-location marketing growth. Combines hands-on technical expertise with strategic direction and team leadership.

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## Professional Experience

### Director of Online Marketing

#### Coast Dental / Intelident Solutions — Tampa, FL

**2013 – Present** - Lead digital strategy for 200+ dental offices across multiple brands. - Manage enterprise websites, UX initiatives, SEO, PPC, and analytics. - Modernize legacy sites into mobile-first, responsive platforms. - Direct cross-functional teams and external vendors. - Develop custom applications, APIs, and workflow automations. - Report on KPIs, conversion metrics, and marketing performance.

**Technical Stack:** HTML5, CSS3, PHP, ASP/ASP.NET, C#, JavaScript, jQuery, JSON, AJAX, Bootstrap, SQL Server

**Tools:** Kentico CMS, Dreamweaver, WordPress, Photoshop, InDesign, Visual Studio, Analytics/Search Console, Screaming Frog

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### Web Developer / Owner

#### Taylor-Made Services — Wesley Chapel, FL

**1993 – 2013** - Built and operated a full-service web development and hosting company. - Delivered custom websites, applications, and e-commerce solutions. - Served clients through agencies including Rita Technology, Kforce, PF1, and Horizons HRS.

**Technologies:** HTML, ASP/ASP.NET, PHP, JavaScript, Java, ColdFusion, SQL/MySQL, JQuery, XSLT

**Tools:** Dreamweaver, Flash/Flex, Photoshop, InDesign, ColdFusion

**Portfolio:** [www.howietaylor.com](http://www.howietaylor.com)

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## Education

### **DeVry University — Kansas City, Missouri**

Bachelor of Science, CIS – Web Development & Administration

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## Skills

- Digital Marketing Strategy & Execution
  - SEO & PPC Campaign Management
  - Website Architecture & UX Design
  - CMS Administration (Kentico)
  - Analytics, Reporting & Optimization
  - API Integrations & Web Services
  - Project & Team Leadership
  - Creative Problem-Solving
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## Professional Affiliations

- Web Design and Developers Association (WDDA)
  - International Webmasters Association (IWA)
  - World Organization of Webmasters (WOW)
  - HTML Writers Guild (HWG)
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## Additional Highlights

- 20+ years of web development experience
  - Proven SEO strategist with measurable results
  - Strong communicator and relationship-builder
  - Ongoing continuing education in digital technologies
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## Community & Personal Involvement

- Member of Pirates Providing for People supporting pediatric cancer initiatives
- MSF-certified motorcycle safety coach and first-aid responder
- Builds pro-bono websites for nonprofit organizations