

# Andrew MacMillen

PO Box 1112

Suquamish, WA 98370

360.779.4097

[webmaster@hawkfeather.com](mailto:webmaster@hawkfeather.com)

<http://www.hawkfeather.com/>

## Owner, HawkFeather Web Design:

Please see our website for detailed information on services.

## Web Developer:

Please see our website for detailed information on services.

## Computer & Internet Consultant:

Hardware: Maintenance and upgrades on Mac & Wintel systems & networks.

Software: Maintenance, repair and upgrades for OS & applications on Mac & Wintel systems. Selection & installation of security software. Client support for systems & applications.

## Web Analyst:

Advertising: Generated & analyzed search engine & TV advertising CTR & ROI statistics by keyword, campaign, network and referrer. Analyzed & lowered click fraud. Implemented Google, Bing and Overture SEO/SEM marketing. Utilized WebCEO and Google Analytics.

Web: analyzed landing page, download, install, shopping cart, expired customer performance, Sales & Affiliate revenue, and site traffic & errors. Analyzed and lowered shopping cart and country related credit card fraud.

Software: analyzed software-web interface traffic, software performance by package/module/version.

Reports: Specified, audited & improved database driven solutions to web traffic log analysis. Specified, created, monitored & audited multiple company-wide web traffic and financial reports.

**Employment** Owner, HawkFeather Web Design, 1996 - present

**History:** Web Developer, 1996 - present

Computer & Internet Consultant, 1996 – present

Web Analyst, 1999 - 2009

**Education:** Oregon State University, Corvallis, OR  
Foothill & DeAnza Jr. Colleges, Los Altos, CA  
Cubberley Senior High, Palo Alto, CA

**References:** Available upon request.