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| **ABOUT ME**Experienced Marketer / SEO / Creator /Web Developer specializing in site architecture, content, experience, and organic search across digital channels with a focused perspective of content, connectivity, structured data and digital strategies for visibility and growth specifically pertaining to websites and YouTube.Contact**PHONE:**248-980-4520**LINKEDIN:**https://bit.ly/38jnAVw**EMAIL:** cmaubry03@gmail.comCapabilities• Developing online growth • Planning and Production• Strong eye for design/ layout• Data analytics / reportingTechnical KnowledgeHTML, CSS, CMS platform, Adobe creative Suite, Adobe Analytics, website management (WordPress, Magento), Content Delivery Network, Google Analytics, Google Search Console, Google AdWords, SMM, PPC, Email Marketing, Search Engine Optimization, Technical SEO, Structured data,, AMP, Video Marketing, Design and Layout, Researchkey skills and characteristics* Planning, site architecture, on-page markup, SEO and Technical Optimization
* CMS Website development (WordPress Front-End / Back-End)
* Core SEO Principals and Implementation
* Proficient in Google analytics/ GSC data analysis/ Reports
* Building online authority & traffic
 |  | Craig aubryexperience / projectsGlobal SEO Specialist - TechnicalBose CorporationAug-2022- PresentMitigate migration risks and improve key opportunities that drive toward business objectives. Provide domain performance insights and leverage digital assets as well as architecture and link portfolio to improve online performance of organic search. Mitigate risks associated with tech stack migration. Align topic authority and search intent that drive increased conversions, position within serps while improving overall user experience.Marketing/ DevelopmentLandedFishing.comMay-2022- PresentNew brand launch around inshore saltwater fishing in the Gulf of Mexico. WordPress leveraged with AMP integration, video and schema optimizations sitewide. Full scope development and brand launch.Web DeveloperMay 2022 – PresentTrikeAction.comBuilt a social media site for Trike Pilots. Planned, developed, and launched a re-kindled online forum and discussion board of the past, while integrating photos and videos.Global Widget.com – Nov 2017 – Apr 2022HempBombs.com | Naturesscript.com and more2017-Mar-2022CPG manufacturing leader that specializes in production of health and wellness supplements. Taking direction from ownership and helped to sculpt their ideas into real-world assets. Created and implemented the out-the-gate SEO strategy for HempBombs.com. Reached 30% MoM average increase in website traffic via organic search. Plan and build out initial welcome series and e-commerce driven re-targeting initiativesOwner / Contract ConsultantWeBrandBusiness.com – 2015 - CurrentUsing analytics to help provide clear direction for start-ups and SMB’s. Online development services for small businesses and start-ups. Providing a variety of services that includes strategy, technology stack, website development, graphic design, media production and print assets.Creative DirectorXcentricMold.com2014-2015Leveraged analytics to improve website reach, authority, and conversions. This led to overall optimization of organic and paid media distribution channels. Took direction from leadership and helped lead the design, restructuring, development of website and quote engine, email marketing and PPC campaigns.EDUCATIONOakland Community CollegeMay 2011Associates Computer Science – Information Systems / Design |