

# Brian Gorman

## SEO Consultant

Search Engine Optimization Specialist with over 10 years' experience in the digital marketing industry. Proven track record of improving KPIs through organic rankings and traffic. Expertise in all aspects of SEO, including keyword research, content optimization, link building, and technical SEO. Experience working with product and dev teams as well as managing and mentoring SEO teams.



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## SKILLS

Ahrefs SEMrush

GSC GA4 GTM

ChatGPT Excel

Wordpress

Screaming Frog

Project Management

## LANGUAGES

English  
Elementary Proficiency

Japanese  
Elementary Proficiency

## CLIENTS

GEICO NY Times

Adobe BroBible

Joybird QAD

CapRelo Turbohaul

## WORK EXPERIENCE

### Vice President of SEO Go Fish Digital

01/2017 - 10/2023

Achievements/Tasks

- Performed SEO audits for some of the world's largest brands.
- Led company strategy and managed a team of 20+ analysts, managers, and directors.
- Updated and refreshed SOPs.
- Established the company's first comprehensive, proprietary SEO training program.

Contact : Matt Parker, Director of SEO Strategy - matt.parker@gofishdigital.com

### Technical SEO Analyst ROI Revolution

03/2016 - 11/2016

Achievements/Tasks

- Hired as part of the company's first SEO team.
- Specialized in backlink analysis and technical SEO for large e-commerce sites.
- Spearheaded the creation of more than 50 training documents.

### Google Penalty Removal Specialist Hive Digital

11/2013 - 02/2016

Achievements/Tasks

- Audited client backlink profiles, performed outreach, and created disavow files.
- Successfully removed over 225 site penalties.
- Provided support for the company's in-house SEO products.

Contact : Dominic Ciampa, VP of Marketing - dciampa@hivedigital.com

## ACHIEVEMENTS

### +238% Lift in Booking Requests (2021 - 2022)

Implemented a robust content plan that led to a 110% increase in revenue from improved local rankings.

### +1,431% Traffic Increase (2019 - 2020)

Provided technical consultation that led to a +1,431% traffic increase for the Canadian version of a website.

### +667% Traffic Increase (2018 - 2019)

Improved YoY client traffic by +667% after discovering and recovering from an algorithmic penalty.

### +60% Organic Visibility Increase (2017 - 2018)

Updated a client's htaccess file which resulted in a +60% increase in organic search visibility.

## EDUCATION

### Bachelor of Arts in Music Theory & Composition Westfield University

2000 - 2003