

Chris Frisz

Orlando, FL | 407-719-1040 | chrisfrisz7@gmail.com

SENIOR SEO SPECIALIST

Experienced SEO Specialist adept at driving significant results for diverse clients through strategic SEO initiatives. Proven track record in enhancing online visibility and revenue streams for prominent brands. Skilled in optimizing collections and product pages to improve website performance and user engagement, consistently exceeding revenue objectives.

EXPERTISE

- SEO Campaign Management
- A/B Testing
- Project Management
- Clustered Content Calendar
- On Page Optimization
- Web Analytics & Reporting
- HTML / CSS
- WordPress / CMS
- Marketing & Design / CRO
- Keyword Research
- Google Analytics 4
- Google Search Console
- Screaming Frog
- SEMrush
- Ahrefs

PROFESSIONAL EXPERIENCE

Full Moon Digital Marketing | Orlando, FL

Search Engine Optimization (SEO) Specialist | 2023 – 2024

CLIENTS: Top Three Accounts

- Increased user base by 1321%, from 39 to 555 users, within two months, with ongoing growth trajectory.
- Increased revenue by 84% YOY, from 1.85M to 2.91M.
- Optimized over 150 collections and product pages using on-page techniques.
- Conducted a technical audit and resolved technical issues, leading to a 278% increase in conversions, from 2K to 33K YOY.
- Developed a 7-page CRO document targeting weak spots in site architecture.
- Increased clicks by 90%, from 1.72K to 3.28K, since assuming the role.
- Optimized over 125 collections and product pages with on-page SEO techniques.
- Achieved a 113% increase in impressions, from 58K to 125K, since starting.

Marketplace Homes | Detroit, MI

Senior SEO Specialist | 2022 – 2023

- Achieved substantial organic traffic growth, elevating monthly visitors from under 4K to over 11K within a 7-month timeframe.
- Implemented new backlink acquisition process, resulting in a 20% increase in website traffic over two months by establishing strategic partnerships with companies.
- Led a comprehensive overhaul, resulting in 20% increase in organic traffic within the first two weeks of tenure, including a \$5K revenue boost attributed to organic search.
- Introduced Clearscope writing tools, optimizing content creation processes, and accelerating traffic growth, resulting in a significant improvement in website performance metrics.
- Developed a clustered content calendar, strategically driving targeted traffic to key verticals – aligning content efforts with business objectives. Gained massive backlink from Adobe with DA of 100.
- Designed landing page, boosting visibility and recognition by Google, elevating the writer's profile as an expert in the field.
- Implemented schema, enabling special features in the SERP and improving overall visibility and click-through rates.

Webfor | Seattle, WA

Search Engine Optimization (SEO) Specialist | 2021 – 2022

- Orchestrated a 77% year-over-year surge in page views and 409% boost in average page view time, enhancing online presence and user engagement.
- Spearheaded 213% increase in page views and a 35% reduction in bounce rates within 9 months, driving substantial traffic and improving user engagement metrics.
- Managed 20-25 accounts, identifying, and capitalizing on optimal targeting opportunities to deliver exceptional results for clients.

Gr0 | Los Angeles, CA

Search Engine Optimization (SEO) Specialist | 2021 – 2021

- Boosted clients' websites using an on-page optimization plan and clustered content calendar, leading to an increase in conversions and rise in organic traffic. Implemented keyword analysis, header optimization, title tag optimization, image alt text insertion, and meta description crafting.
- Spearheaded the development of a technical-focused 120-article content calendar for clients, resulting in an increase in organic traffic and improvement in average session duration.

Hypnos Digital Marketing | Orlando, FL**Marketing Specialist & Web Designer | 2019 – 2021**

- Conducted SEO analysis and executed proven on-page, off-page, technical, content, and local SEO techniques, resulting in an improvement in organic search rankings and an increase in website traffic for client portfolios.
- Implemented SEO strategies and spearheaded website design projects, driving improvement in SEO performance and conversion rates, boost in organic search rankings, and increase in website traffic.

EDUCATION & CERTIFICATIONS

Associate of Arts, Digital Design – Seminole State College of Florida

Full Stack Web Development Certification – University of Central Florida

SEO Manager Certification – Blue Array Academy

Technical SEO Certification – Blue Array Academy

Analytics for Beginners Certificate – Google

Advanced Google Analytics Certificate – Google

Analytics for Power Users Certificate – Google

Masterclass for WordPress Websites Certificate – Udemy

Mobile App Marketing and App Store Optimization (ASO) Certificate – Udemy

Local SEO Strategy 3 Pack Ranking and Ads Certificate – Udemy

Email Marketing Campaigns, A Complete Guide – Udemy

Ultimate Email Marketing & Email Autoresponders Guide – Udemy

Mobile App Marketing, ASO, Advertising – Udemy

SEO and Social Media Marketing Strategy Certificate – Udemy

SEO for WordPress Certificate – Udemy

SEO Training Course by Moz Certificate – Udemy

Learn Advanced SEO from Scratch, Complete SEO – Udemy

SEO Training for Beginners, Complete SEO Guide – Udemy

Optimizing Marketing Emails – LinkedIn Learning

Advanced SEO: Friendly SEO Website – LinkedIn Learning

Hours Advanced SEO: Search Factors – LinkedIn Learning

SEO: Link Building in Depth – LinkedIn Learning

SEO: Apps – LinkedIn Learning

Google Shopping Ads – LinkedIn Learning

Google Paid Media Course – LinkedIn Learning