

# CORY COLLINS

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Results-oriented professional with 11 years' experience in SEO, content marketing, project management, client relationship management, and business development. Senior leader in growing an SEO agency from startup to 8mm ARR.

## EXPERIENCE

FEB '23 - OCT '23

### **Business Development Manager** | Page One Power, SEO Agency, Boise, Idaho

- Responsible for strengthening and advancing Page One Power's revenue and market position in the SEO industry, accountable directly to the owners, CEO, and COO.
- Created marketing strategy and campaigns including market research, SEO, content marketing, partnership building, thought leadership, case studies, testimonials, and referrals across clients.
- Collaborated with and implemented improvements across multiple departments including C-level, marketing, operations, finance, sales, and project management.
- Created a system to produce operational records and reports to project sales, client churn, expenses, and profitability month-over-month.
- Spearheaded the development of pricing strategies to maximize profitability, creating a breakeven analysis implemented across all services.

JAN '22 - JAN '23

### **SEO Client Services and Sales Manager** | Page One Power, SEO Agency, Boise, Idaho

- Oversaw and directly responsible for all SEO campaigns across 75+ clients, ranging from startup to Fortune 500 brands. Campaigns included keyword research, technical SEO audits, content gap analysis, link building, content creation, on-page SEO, and content optimization.
- Grew top-line revenue from \$600k MRR to \$750k MRR by improving client satisfaction, including a 130% increase in internal account growth and reduced client churn from 11% to 8%.
- Created a system of SEO results monitoring, tracking, and reportage to improve all campaigns, client satisfaction, and retention.
- Created systems to track sales performance, identifying previously overlooked leads and opportunities. Improved measurement across the entire sales process with improved performance in key areas.
- Created and implemented processes and standards for managing SEO clients, which led to an increase in 35% capacity while growing client satisfaction. Also led to the ability to hire externally, previously internal-only.
- Directly managed a team of SEO project managers and consultants, responsible for all revenue, pricing, forecast, and growth. Reported directly to owners, CEO, and COO.
- Rebuilt existing contract to a Service Agreement, doubling average contract length, improving client retention rates and lifetime value.

MAR '18 - JAN '22

### SEO Strategy Department Manager | Page One Power, SEO Agency, Boise, Idaho

- Responsible for SEO innovation, creating an SEO strategy department from the ground up, and driving organizational change from fulfillment, product-centric work to results-oriented solutions and services.
- Created client SEO strategy process personally and worked with a team of SEO specialists to implement standardized processes directly into operations. Also worked with project management to improve the measurement and reportage of SEO results and impact.
- Responsible for all keyword research, competitor gap analysis, content optimization, and on-page optimization opportunities for new clients.
- Oversaw link building strategy for new clients, identifying the most impactful opportunities early to demonstrate success and drive results while creating a long-term, sustainable backlink strategy.
- Improved the sales process to include more insight into SEO strategic opportunities, moving away from pitching product qualities (DA, SEMrush est. traffic) toward solutions-based selling.
- Absorbed Project Management in September 2019, directly overseeing a team of 6 project managers, responsible for all SEO account management, client communication, and project execution.

MAY '13 - MAR '18

### SEO Content Marketing Manager | Page One Power, SEO Agency, Boise, Idaho

- Managed a team of writers, editors, designers, and other content creators to produce high-quality work on schedule. Responsible for the quality, positioning, and messaging of all content.
- Worked across multiple departments including C-level, operations, sales, project management, and clients to improve branding, representational marketing, and identify unique selling points.
- Developed, implemented, and monitored content marketing strategy and campaigns using SEO and keyword research to drive considerable organic traffic growth.
- Built and developed strategic relationships with SEO industry influencers, key partners, and thought leaders.
- Planned, hosted, and led promotional webinars.
- Achieved substantial growth in website traffic, brand reputation, and market presence, which led to an increase in conversions, qualified leads, and sales of new SEO clients.

## EDUCATION

JAN '10

Bachelor of Science in Journalism | University of Idaho, Moscow, ID.

## SKILLS

Skilled professional with expertise in SEO, content marketing, and digital marketing. Led marketing strategy and campaigns, collaborated with cross-functional teams, and identified new business opportunities. Led teams of salespeople, SEOs, content marketers, and project managers, meeting sales quotas and executing client SEO campaigns. Developed pricing strategies to maximize profitability and measured impact of work.

Content Marketing

Digital Marketing

Analytics and Reporting

SEO

Revenue Projection

Project Management

Market and Competitive Analysis

Process Improvement

Business Planning

New Business Development

Marketing Strategy

## REFERENCES

Reference contact information available upon request.

Jon Ball  
Chief Executive Officer  
Page One Power

Jon Ball is co-founder and CEO of Page One Power. I worked directly with, and occasionally reported directly to, Jon Ball during my various positions at Page One Power.

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Nathan Smith  
Chief Operations Officer  
Page One Power

Nathan Smith was my direct manager for 10 years at Page One Power.

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Colby Stream  
Project Manager Department Manager  
Page One Power

Colby Stream was my direct report from 2019 – 2022, during my tenure as SEO Strategy Department Manager and SEO Client Services and Sales Manager.

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Nash Ricci  
Manager, Content Research  
Angi

Nash Ricci was my colleague at Page One Power from 2013 – 2022, working across various roles together.