

# Damian Yupari

Richmond, VA, USA | BBA in Marketing | Radford University | 2014 - 2019

Phone: [703-868-2907](tel:703-868-2907) • Email: [damianxyupari@gmail.com](mailto:damianxyupari@gmail.com) • Website: <https://damianyupari.com>

---

## Summary

Results-driven, passionate, and detail-oriented SEO expert with over 4 years of experience driving organic growth for brands in Healthcare, Tech, Education, Pharmaceutical Sciences, E-Commerce, and more. I have a proven track record of building and implementing comprehensive SEO strategies that significantly improve keyword rankings, organic search traffic, and conversions.

## Digital Marketing Capabilities and Skills

- |                                     |                          |                                |
|-------------------------------------|--------------------------|--------------------------------|
| ■ SEO Strategy                      | ■ Competitive Analysis   | ■ Website Migrations           |
| ■ SEO Auditing                      | ■ Keyword Research       | ■ Google Analytics 4 Certified |
| ■ Content Strategy and Optimization | ■ Google Search Console  | ■ Project Management           |
| ■ Technical SEO                     | ■ Google Tag Manager     | ■ Process Innovation           |
| ■ On-Page SEO                       | ■ SEMRush/Ahrefs         | ■ Problem-Solving              |
| ■ Local SEO                         | ■ Screaming Frog         | ■ Leadership                   |
| ■ Data Analysis                     | ■ WordPress/Wix/Shopify  | ■ Communication                |
| ■ Internal Linking                  | ■ Functional HTML/CSS/JS | ■ Teamwork                     |

## Work History

### Silverback Strategies

#### Senior SEO Manager | Mar 2023 - Mar 2024

- Crafted and presented complex SEO strategies with technical, content, and on-page initiatives in easy-to-understand formats that instilled confidence and trust in the value of SEO initiatives.
- Devised and executed a content strategy that increased total keyword rankings for programming language searches by 4,204% and gained 320 page one keyword rankings on Google for a top coding boot camp.
- Partnered with client web developers to rectify a critical canonical tag issue on over 50% of URLs, as identified in a technical SEO audit, leading to a 143% increase in total keyword rankings within four months.
- Regularly delivered insightful competitive analysis, technical SEO audits, and content audits to identify issues and opportunities for growth in alignment with new and existing client goals.
- Facilitated communications between cross-functional teams to complete SEO initiatives on time and drive organic growth.
- Promptly communicated major industry updates and educated clients on SEO best practices and trends to improve their understanding of proposed SEO initiatives and strategic pivots.
- Skillfully implemented strategic recommendations in various content management systems (WordPress, Shopify, Webflow) to reduce my clients' workload and ensure action items were being completed on time.
- Delivered detailed performance reports with valuable performance insights to inform marketing decisions and strategies primarily utilizing data from Google Analytics 4, Google Search Console, Looker, Adobe Analytics, SEMRush, and Ahrefs.
- Revamped the Competitor SEO Scorecard audit with cutting-edge generative AI-assisted Google Sheets formulas to enable the SEO team to identify priority keyword themes where competitors ranked ahead of our clients.

- Hosted bi-weekly gatherings of the SEO team in a virtual workspace to discuss industry updates and collaborate on solving client problems that helped foster connection amongst a dispersed remote team.

### ***SEO Manager | Nov 2022 - Mar 2023***

- Supercharged performance for a non-profit organization with limited resources increasing total keyword rankings by 42% in just 3 months after implementing various technical and metadata optimizations.
- Successfully increased blog keyword rankings by 63% over four months and 73% YoY for a top coding bootcamp resulting in increased traffic and conversions.
- Re-configured inherited strategies that improved short-term outcomes for clients ahead of contract renewals.
- Fast-tracked the performance of inherited SEO strategies and reduced requests on client developers by securing approval from clients to implement SEO recommendations.
- Augmented established reports to provide clients with more in-depth information about SEO performance trends.
- Iterated the content auditing process to include keyword theme performance analysis to enable the SEO team to gather insights on content themes with growth opportunities at scale.

## **Knucklepuck Media**

### ***Senior SEO Consultant | Apr 2022 - Oct 2022***

- Uncovered and assisted in correcting an incorrect Google Analytics setup that caused data discrepancies, ensuring recommendations to eliminate duplicate tracking were implemented for precise marketing insights.
- Elevated keyword rankings by 343% with a targeted content strategy for a spirits brand, increasing visibility, newsletter sign-ups, and sales of limited edition releases.
- Boasted an 83% contract client retention rate as a result of my exceptional interpersonal skills and commitment to delivering substantial value.

### ***SEO Consultant | Mar 2020 - Apr 2022***

- Deployed content and technical SEO strategies to increase a pharmaceutical organization's keyword rankings by 60% increasing traffic and conversions that successfully positioned them for an acquisition.
- Amplified a local legal practice's search engine visibility with evolving content and technical SEO initiatives increasing total keyword rankings by 219% over two years resulting in increased traffic and cases and hiring new lawyers to handle the new business.
- Conducted extensive keyword research that informed content development that increased a top health website's organic search visibility to surpass its competitor, WebMD.
- Managed multiple website migrations providing technical SEO recommendations to preserve organic traffic and rankings.

### ***Junior SEO Consultant | Aug 2019 - Feb 2020***

- Identified and guided content optimizations that helped an elder abuse and personal injury law firm rank in position 10 for “worst nursing homes in pa” and position 2 for “nj nursing home regulations” increasing traffic and consultation requests.
- Supported other account leads to optimize content, provide metadata recommendations, complete content and technical audits, conduct strategic competitor analysis, and complete topical keyword research to drive organic growth for clients.