

# Eric Hebert

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- Distinguished SEO professional with 20 years of expertise in driving organic search visibility blended with broader digital marketing initiatives.
- Passionate about leading teams and optimizing strategies for diverse clients across many different industries. Former small agency owner for 10+ years, with recent experience as an SEO leader for a Fortune 100 company.
- Seeking a leadership role as an SEO Manager or Director of SEO to leverage my extensive experience and mentor teams in maximizing online presence and performance.

Authorized to work in the US for any employer

## Work Experience

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### **Senior SEO Specialist**

Adobe

August 2022 to October 2023

- Lead development of new Outreach team to help double link acquisition efforts year-over-year.
- Gained experience in Enterprise SEO (Search Engine Optimization) across a variety of product and marketing teams in addition to presenting KPIs (Key Performance Indicators) to multiple stakeholders.
- Provided thought leadership on new developments in emerging AI (Artificial Intelligence) tools and Google SGE (Search Generative Experience)'s impact on SEO.

### **SEO Team Lead**

Stream Companies

September 2021 to June 2022

- Contributed SEO strategies, training, and support for 400+ agency clients.
- Lead Technical SEO for top development platforms in industry vertical.
- Scaled operations in every facet of SEO (Sales, Client Management, Services).

### **CTO**

Evolvor Digital

July 2018 to August 2021

- Client: Rainfactory - Improved Organic Search Traffic increase for initial project 200% in 3 months and doubled sales of product.
- Client: Insurtech NY - Implemented services to launch in-person and digital event business, with recent events having over 300+ attendees and continuing to grow.
- Client Zooma Race Series - Helped business pivot to digital model during covid which created 100k in revenue in first month of launch.

### **Senior Digital Marketing Specialist**

Evolvor Media

February 2011 to June 2018

- Built SEO and web development agency with a focus on local SEO clients in the legal, roofing, dental, and real estate businesses.
- Continued contract work for marketing agencies in the Philadelphia area and abroad, in several verticals including ecommerce & SAAS (Software-as-a-service) products.
- Built a team of contractors and management, including appointing a CEO and establishing a sales team, and worked with and built important relationships with a web development team, social media consultants, videographers, graphic designers, and other professionals.

## Education

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### **High school diploma**

## Skills

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- Editing
- Copywriting
- Communication skills
- Analysis skills
- Search Engine Optimization (SEO)
- PPC Campaign Management
- Linkbuilding
- Keyword Research
- WordPress
- Google Analytics
- E-Commerce
- Blogging
- AI
- Web Development
- Digital Marketing
- SaaS
- Branding
- Content Creation
- Google AdWords
- Analytics
- Google Search Console
- Search engines
- Social media management