

JOSE FAUSTO MARTINEZ

Seattle, WA

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CAREER ACCOMPLISHMENTS

- Demonstrated strong leadership skills by leading and mentoring a team of four SEO professionals across three states.
- Consulted renowned brands, including Expedia Media Solutions, WatchGuard, Feeding America, F5, ThermoFisher, Univar Solutions, and Acme Tools in developing and implementing effective organic strategies.
- Successfully communicated and presented the significance of SEO requirements and their impact to various stakeholders, including C-suite executives, developers, content writers, and interns.

PROFESSIONAL EXPERIENCE

Portent

Seattle, WA

SEO Team Lead

April 2022 – Present

Portent is a Seattle-based digital marketing agency that provides strategy consulting services across all marketing channels. They work with clients of all sizes, from small businesses to global institutions.

- Led and mentored a team of four, comprised of two Sr. SEO Strategists, SEO strategist, and a specialist.
- Developed and implemented processes for SEO workflows to increase efficiency and reduce overages, resulting in a 30% improvement in the team's profitability within the agency.
- Planned and executed comprehensive trainings by identifying knowledge gaps, resulting in a unified and strategy-driven SEO team.
- Continued consulting an e-commerce site and a global cybersecurity company with an average 5% monthly growth in organic revenue.

Sr. SEO Strategist

Jan 2021 – April 2022

- Directed the SEO strategy for six separate site migrations, advising and instructing development teams on implementation.
- Delivered comprehensive SEO audits that included technical, off-page, metadata, and usability recommendations.
- Consulted SEO teams at Feeding America, telco companies, B2B & B2C e-commerce sites, and B2B SAAS companies.
- Drove SEO strategy for an e-commerce site with an average of 275k organic visits per month. Increased revenue from organic by 10% YOY.

Distilled, acquired by Brainlabs SEO Specialist

Seattle, WA
Jul 2019 – Jan 2021

Distilled was a leading SEO agency with offices in Seattle, New York, and London. They consulted with clients of all sizes and were known for their innovative approach to SEO. They developed the Distilled ODN (now called Search Pilot), an SEO A/B testing software.

- Worked with 16 clients from companies of different sizes, from local businesses to international SaaS companies
- Created client-facing reports using data from Google Search Console and Analytics, Ahrefs, STAT, and other SEO tools
- Conducted technical audits and provided recommendations and support for fixes to the site
- Created content strategies and a process for PR and outreach, which ultimately led to links from news outlets like Forbes

Petriage

Seattle, WA

Digital Marketing Consultant

Aug 2017 - Aug 2020

Petriage is a vet telehealth startup with a patent on an online pet symptom checker. Helping pet owners assess the urgency of their pet's concerns and connect with their veterinarian for eConsults and more.

- Planned and executed daily posts for Twitter, Facebook, and Instagram channels; increased following on Instagram from 30 to 2,700
- Recruited and organized a team of 13 pet influencers as brand ambassadors to promote images and branded content throughout various digital marketing platforms.
- Developed an SEM marketing strategy that targeted ideal markets and resulted in increased user conversions.
- Led the development and execution of an organic marketing campaign for their brand.

EDUCATION

Willamette University

Salem, OR

Bachelor of Arts in International Studies

Aug 2014 – May 2018

SKILLS & SOFTWARE

Google Analytics 4

Google Search Console

MOZ

Screaming Frog

Ahrefs

SEMrush

Google Data Studio

Google Merchant Center

Google Business Profile

Proprietary Crawlers

Big Query

STAT Search Analytics