

# Janet Bartoli

908.303-7524 | janetlbartoli@gmail.com | [LinkedIn](#)

## SEARCH MARKETING THOUGHT LEADER | INTEGRATED MARKETING EXECUTIVE

I'm a data-driven SEO leader with a passion for crafting and executing strategic search engine optimization programs. I leverage my experience on both the agency and client-side to develop and deliver high-impact SEO initiatives that generate measurable results. My expertise in keyword research, technical SEO, and content optimization fuels informed segmentation strategies, personalization roadmaps, and ongoing website optimization. I excel at building strong cross-functional teams and seamlessly integrating SEO into a broader digital agenda, ensuring a well-coordinated approach to online success.

### CAREER HIGHLIGHTS AND EXPERIENCE

#### **The Bartoli Consulting Group**

**2017 - Present**

#### **FOUNDER, Managing Partner, Chief SEO Strategist**

- Developer and provider of full end to end SEO programs (technical, content strategy)
- Technical SEO Leader
- Mid-size through F100 size B2B and Ecommerce search strategy & operation
- Partial list of clients: StubHub, Electronic Power Design, HappyorNot

#### **Key Accomplishments**

- Constructed SEO enterprise governance framework for multi-national entertainment brand
- Developed content strategy for clients resulting in 56% and 78%+ new qualified organic traffic
- Led technical SEO developer training for enterprise clients on-shore, off-shore teams
- Increased B2B software client's search traffic through strategic technical and content optimizations resulting in 43% increase YoY

#### **Accenture, LLP - NYC**

**2012 - 2017**

#### **EXECUTIVE DIGITAL MARKETING SENIOR MANAGER (Nov 2015 - 2017)**

- N.A. SEO program strategy team lead developing new business across Accenture Digital
- Establish GTM strategy for Personalization & Analytics teams
- Partial list of clients include ExxonMobil, Bank of Montreal, Payless Shoes

#### **Key Accomplishments**

- Lead SME Search Engine Optimization initiative for N.A. & EMEA, and developed SEO GTM strategy, SEO program methodology & process resulting in \$12.5M worth of SEO Managed Services for Accenture Interactive

- Constructed and architected all SEO programs for Accenture's Diamond Clients
- Solved very complex technical enterprise CMS infrastructure problems resulting in Google crawl errors, solved within six weeks, saving client \$38M in lost sales

#### **DIGITAL MARKETING MANAGER (2012 - 2015)**

- Developed and deployed search marketing solution recommendations, to client marketing and technical teams
- Created multinational migration program for European Automotive Industry
- Partial list of clients include Verizon, Fiat/Chrysler, Kia Motors

#### **Key Accomplishments**

- Turned a 40% MoM loss in revenue for large US Telecom company, with inefficient paid search spend, into 82% growth YoY in natural search channel
- Architected European based digital marketing program and digital center of excellence for large automotive brand across seven countries and six brands from scratch to efficient & ROI producing internal search program
- Established content marketing strategy for US Telecom driving 35% growth in top and middle of the funnel new audience reach

#### **THOUGHT LEADERSHIP**

- 2017 Keynote Speaker, Wolters Kluwer, Digital Summit, Atlantic City
- 2011 Speaker, International Search Summit, NYC "Managing Global SEO & PPC in-house"
- Authored "Technical SEO Guide for Developers" for Procter & Gamble, and StubHub development teams
- Authored several Point of View documents including "Search Engine Technical Best Practices for IT", "Snapchat as a digital gateway to Millennial", "Google Search Update for Travel Industry"
- Leader of online knowledge exchange digital marketing programs for North America & EMEA teams across Accenture Interactive

#### **CERTIFICATIONS**

The Strategy of Content Marketing, University of California, Davis  
 HubSpot Marketing Software Certified  
 Conductor Searchlight Certified  
 Web Analytics Association Professional

