

Jeremy Rivera

Freelance SEO Consultant: Technical SEO, Local SEO, SEO Product management, SEO Training, Content Strategy, Growth Hacking, Link Building

501 John Garrison | Cookeville, TN 38501 | Phone: +1 (714) 510-4890
jeremyriveraseo.com seoarcade.com | me@jeremyriveraseo.com

Pushing SEO Boundaries

I'd love to find a position where my love of SEO, 17 years of experience and capabilities to direct the creation of SEO tools can all be leveraged as much as possible. I love doing interviews, writing SEO content, recording webinars, building training or onboarding content in the SEO niche.

I'd love to be a product manager at an SEO SaaS, and bring my unique SEO history to the table to build unique, useful and valuable SEO tools and software. Of course, I can also help any business or agency build their own SEO tools, to affordably and effectively scale and implement SEO.

I'm adaptable, versatile and have a deep consulting history across dozens of industries. I can audit sites, deliver keyword research, forecast SEO outcomes, craft outreach campaigns and design content marketing campaigns.

I've been freelance, in-house, at agencies, big brands and SaaS companies in multiple SEO roles. I've audited sites in dozens of unique industries, on various platforms and CMS. I'd love to help you reach your target audience and generate even more revenue.

Experience

September 2022- February 2024 | Director of Content Analysis (Special Projects) | Copypress



- High level SEO consultant for enterprise, at scale level content marketing clients
- Create webinars, SEO content, technical SEO & on-page optimization for agency marketing site
- SEO product management & developer coordination - I directed the product management for our content analysis tool and our in-house keyword clustering tool. I'd write specs, build beta testing groups, define bugs and new feature requests and develop onboarding processes.
- Attending SEO conferences, recording Webinars & building unique, valuable SEO content

"Jeremy is an extremely brilliant SEO and marketer. As much as I value his opinion on SEO what truly sets Jeremy apart are his inquisitive nature and his amazing can do attitude. There is never a project you will give Jeremy that he won't find the best possible way to approach.

There isn't a team he has worked with that hasn't valued his presence. He is a rare gem. Someone who is a master at what they do and also a tremendous human.

He made CopyPress better while he was here, and CopyPress will be worse with him gone

. If you are looking for an SEO or someone to guide search related product development, I can't recommend anyone more than Jeremy."

- **Dave Snyder**

CEO of Copypress

"I'd recommend Jeremy for anyone. He's answered in minutes questions we've been wondering for years. That level of clarity from someone who's been the industry as deeply as he has is just awesome to have on staff." -Michael Danner Marketing Director for Draxe.com

June 2021- September 2022 | Senior SEO Consultant | Hive Digital



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April 2019- Current | Founder, Writer & SEO Journalist | SEO Arcade



I built this bootstrapped SEO SaaS to provide simplified keyword research, keyword clustering and traffic projections for SEOs to shortcut their lengthy keyword research process.

- Create, plan and execute SEO strategy to gain organic traffic
- Interview and create unique relevant SEO content
- SEO product management & developer coordination
- Building outreach campaigns, recording Webinars

"When it comes to quality SEO professionals, Jeremy Rivera unequivocally ranks #1 on my list! We first connected on Twitter during my early days as a fledgling digital marketer, and it quickly became apparent that Jeremy is a standout in the SEO realm.

Jeremy seamlessly transitioned from being a mentor who patiently addressed my questions to a peer actively cultivating conversations within the broader SEO community. His contributions go beyond mere expertise; Jeremy has developed tools that have become invaluable resources for SEO professionals, showcasing his commitment to advancing the field.

Beyond his technical prowess, Jeremy possesses a unique blend of humility and approachability, creating an environment where learning and collaboration thrive. His ability to simplify intricate SEO concepts makes him an invaluable asset for anyone navigating the dynamic landscape of digital marketing.

Without a doubt, Jeremy Rivera is the epitome of a top-tier SEO professional. If you're seeking someone who not only excels in the field but also actively contributes to its growth, Jeremy is the ultimate candidate."

- Ashley Balstad

Innovation Leader | Austin, TX



Initially responsible for SEO strategy and implementation for Raven Tools, this position evolved into a full product management role for the SEO products on Tapclicks.com

- SEO strategy, Implementation & Reporting
- Customer SEO onboarding tutorials, video content & knowledge base
- SEO conferences, Webinars & Training
- Product Management: new product ideation, mock-up creation, weekly scrum with dev, dev resource allocation and roadmap, create onboarding materials, QA, directed client beta-testing group, coordinated with product marketing for product launch, handled feature/bug prioritization.
- 3031 Tisch Way Suite #900 | San Jose, CA | Phone: 408) 725-2942 | tapclicks.com

Jan 2016-Present | Freelance SEO Consultant | Jeremy Rivera SEO

Solely responsible for sales, consulting and implementation of SEO services for small, medium & enterprise level businesses world-wide.



- Provided In Depth SEO Audits & Consulting for Lumosity, Logans Roadhouse, Doc Doc, Dr. Axe
- Working with clients in: Roofing, eCommerce, Steel Doors, Toilet Partitions, Cleaning Services,
- Executed on organic, whitehat, ethical link building for multiple industries from roofing to steel door manufacturing
- Provided white-label services & SEO training for multiple SEO Agencies (BTW Labs, 2thetopDesign, Marketier, Valcon Media & more)
- 6305 Alamo Pl | Nashville, TN 37209 | Phone: +1 (615) 601-2177 | jeremyriveraseo.com

May 2014-Dec 2022 | Director of Digital Marketing & Freelance Consultant | 2theTopDesign



Responsible for advising and implementing optimization strategies in SEO, social media & pay per click for numerous clients from lawyers, dentists, landscaping & real estate.

- Provide in-depth SEO audits for new clients, present findings & recommendations in client meetings
- Structure & execute on SEO strategy for multiple clients
- Communicate with agencies clients on progress on a weekly & monthly basis
- Ad hoc consulting on enterprise, smb and SaaS client campaigns
- 615 Main St STE 112 | Nashville, TN 37206 | 615-874-1455 | 2thetopdesign.com

July 2013 - April 2014 | Senior SEO | Caddis Interactive



Provided hunting & outdoor industry clients with hands on execution of SEO strategy.

- Execute SEO strategy for outdoor industry clients
- Provide in-depth SEO audits for prospective clients
- Create and maintain detailed client progress reports
- 216 Noah Dr #130, Franklin, TN 37064 | (615) 538-8424 | caddis.co

July 2012 - June 2013 | Manager of Product Marketing | Raven Tools



Raven Tools is a SaaS toolset for online marketers. I was responsible for SEO strategy for the marketing site

- Creative SEO copywriting for the blog on a weekly basis
- Implement on-site SEO strategy
- Provide SEO perspective to developers & programmers to improve the SAAS product
- Implementing link and brand building through social media and email outreach campaigns
- Manage ShareASale affiliate program with 1,500+ affiliates
- 10 Cannery Row, Nashville, TN 37203 | (615) 469-5150 | Raventools.com

July 2007 - July 2012 | SEO Team Manager & Product Manager | Homes.com

Originally advancedaccess.com a realtor hosting site, I started a customer support, became a supervisor, took over a 10 person SEO team and then moved into SEO product management when the company was acquired by Homes.com

- Phone based customer service
- Managing a 35 person phone support floor for 15,000 hosting customers
- Took over 10 person SEO team
- Expanded service to include copywriting & onpage SEO increasing annual income by 3 million
- 150 Granby St Norfolk, VA 23510-1604 | (757) 351-8071 | homes.com

Since 2007, I have improved SEO results for hundreds of businesses:



Top freelance clients and agency projects

- Captains.com
- Lumosity
- Smile Direct Club
- Fool.ca
- Nerdwallet
- Dr Axe
- Indeed.com
- Altium
- Fool.co.uk
- Dartzoneblasters.com
- Theboatlocker.com
- Implantevolution.com
- Causepilot.com
- Storefrontstudios.com
- Nutcasehelmets.com
- Sixsixone.com

SEO Articles, Webinars, eBooks & Interviews

- <https://www.wix.com/seo/learn/resource/seo-roi-for-small-businesses> (Article)
- <https://www.copypress.com/blog/webinar-recap-leveraging-sme-content/> (Webinar)
- <https://seoarcade.com/get-a-rough-estimate-of-potential-seo-traffic/> (Article)
- <https://www.copypress.com/blog/understanding-authorship-and-authority-for-seo/> (Expert SEO Panel)

- <https://www.copypress.com/library/content-marketing/how-to-predict-your-seo-success-a-5-step-formula-to-help-you-win/> (eBook)
- <https://seoarcade.com/opportunity-sizing-in-seo/> (Article)
- <https://raventools.com/blog/open-approach-social-media-outreach/> (Article)
- <https://www.unscriptedseo.com/jeremy-rivera> (Interview)