

KAVI KARDOS

SEO & DIGITAL STRATEGY

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Big-picture strategist. Detail-oriented practitioner. International speaker & educator. Caring mentor. Born editor and extrovert. Obsessed with words, data, & learning something new every day.

EXPERIENCE

Uproer

Director, SEO 2023-present

- Established SEO practice roadmap to develop team-wide skillset & SOPs
- Up-leveled agency marketing via content distribution, pitch refinement, & pricing
- Developed high-level strategies & supervised execution on SEO client accounts

Corporate Finance Institute

SEO Director 2022-2023

- Developed website strategy & roadmap for B2C/B2B site with 6MM+ users/mo
- Partnered with dev, MOps, product, & design to optimize user journeys across site
- Grew organic revenue by 56% in 6 months & streamlined IA by 15% in 3 months

Moz 2018-2021

SEO Manager

- Led high-impact Learning Center UX & architecture redesign
- Directed web strategy during full site navigation & content migration overhaul
- Frequent contributor to top industry blogs, webinars, Whiteboard Friday, & guides

Senior Learning & Development Specialist

- Developed & promoted on-demand coursework for Moz Academy
- Created Moz Technical SEO Certification & SEO Essentials Certification
- Presented live SEO training for in-house teams, agencies, & beginner audiences

Volusion

Senior Search Marketing Specialist 2015-2017

- Advised C-level executives & internal teams on corporate web strategy
- Developed & implemented SEO strategies for diverse ecommerce client portfolio
- Hired, managed, trained, & mentored junior to senior SEO & content teams

SKILLS

Executive presence. User-focused digital experience. Website architecture. Data analysis & reporting. Learning & development. Ahrefs. Semrush. Moz. Screaming Frog. GA4. GSC. Looker Studio. Tableau. Splunk. Figma. HTML. CSS. JavaScript.

EDUCATION

MS - Publishing

University of Houston-Victoria

BFA - Writing, Literature, & Publishing

Emerson College