

# LESLEY ANDERSON

SENIOR SEO MANAGER // STRATEGIST



Rockport, MA



508.494.3159



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## EDUCATION

### BACHELOR'S DEGREE

Technical Communications  
Worcester Polytechnic Institute  
2006

### ADDITIONAL EDUCATION

Berklee College of Music  
2018 – 2019  
University of Southern Maine  
Principles of Accounting, 2015

## SOFT SKILLS

- Autodidactic
- Collaborative
- Tech-savvy
- Adaptable
- Creative problem solver
- Quick to learn new skills

## PROFILE

Hi, I'm Lesley! I've had the pleasure of building a robust digital marketing skillset over the last 17 years, concentrating the last 7+ in SEO. From keyword research to technical audits to content strategy and creation, I combine a love of data with creative thinking and writing chops to create and execute winning SEO strategies. I care deeply about the human aspect of business and approach my work with warmth, openness, and humor in the pursuit of excellence. Thank you for considering me!

## RECENT WORK EXPERIENCE

### 829 STUDIOS, LLC

**Senior SEO Strategist / October 2023 – February 2024**

Responsible for development and execution of SEO strategies throughout the client lifecycle, including but not limited to:

- Developing & maintaining client project plans, setting milestones and adjusting deadlines & deliverables as client needs evolve
- Nurturing client relationships via regular meetings with stakeholders
- Executing technical, on-page, and off-page SEO audits to inform holistic SEO strategy development
- Developing data-driven content strategies and working with client content teams to optimize existing content, develop new content, and train writers on SEO best practices
- Measuring and reporting on progress and adjusting strategies accordingly

### SEARCH PARTY DIGITAL MARKETING

**Owner / February 2023 - Present**

I provide freelance SEO services covering the full spectrum of technical and content-based SEO services and client management duties fulfilled at my most recent positions.

**Tools/software used include:** SEMrush, Ahrefs, Screaming Frog, Google Analytics, Google Ads, Google Search Console, SpyFu, Moz, AnswerthePublic, PageSpeed Insights, Looker Studio, WordPress, Drupal, Google Docs, Excel, & more.

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## EXPERTISE

- On-Page SEO
- SEO Copywriting
- Technical SEO
- Paid Search (*Google Ads certified*)
- Branding & Visual Design
- Business Growth & Strategy
- Content Strategy

## AWARDS

### **Best Music & Lyrics of a New Musical**

Midtown International Theatre Festival – New York City, 2011

### **Rockport Friends of Fine Arts Award - Theatre**

2002

## INTERESTS

- Painting guinea pigs
- Puppetry
- Music – performance & composition
- Baking
- Entrepreneurship

## RECENT WORK EXPERIENCE (CONTINUED)

### **SIMPLE SEARCH MARKETING (2017 – 2023)**

#### **Senior Manager, SEO / April 2021 – February 2023**

Executed comprehensive SEO strategies for a dedicated client portfolio by:

- Being the client-facing SEO support on external meetings
- Performing technical and content audits to inform SEO strategy
- Providing content optimization recommendations, content briefs, and writing research-driven content from scratch.
- Creating best practices documentation and other client training
- Ongoing tracking and analysis and customized monthly reporting
- Updating content in WordPress, Shopify, Drupal, and other CMS
- Paid search support as needed.
- Cross-functional coordination with experts in PPC, social media, and web development to support a holistic digital marketing strategy.

#### **Creative Strategy Consultant and Search Marketing Account Manager, January 2017 – April 2021**

A balance between client-facing SEO, PPC, and internal business strategy and development. Similar to my role as senior SEO manager, tasks included:

- Optimizing existing and creating customized site content
- Metadata optimization and implementation
- Keyword research, competitor research, backlinking analysis, and other evaluation presentations/documents
- PPC campaign setup & management for several accounts,
- Helping to develop systems for document management, project management, billing and accounts receivable, and overall business vision and growth strategy.

*Other prior roles include online marketing for a search firm, online marketing and web design/dev for a publisher, SEO copywriting at WordStream, social media consulting for a search firm, technical writing at APC (now Schneider Electric), and several art and music adventures. A more comprehensive history can be found on my [LinkedIn profile](#). Feel free to ask me about it!*