

Matthew Buxbaum

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EDUCATION

University of Vermont (UVM), Burlington, VT

May 2018

- Bachelor of Science in Business Administration and Minor in Sports Management
- Coursework included: Economics, Marketing, Human Resource Development, Business Management, Finance, and Sports Management

EXPERIENCE

Business SEO Strategist, Business Insider., New York, NY (Remote)

January 2023 – February 2024

- Executed division-wide SEO strategies for Personal Finance Insider (PFI)
- Assisted in engaging 41 million organic readers through verticals within the business division
- Collaborated with executive editors, managing editors, and reporters to create articles for low-hanging keywords
- Compiled an industry-wide analysis of the upcoming effects of Search Generative Experience (SGE) and digital media
- Utilized Looker, Semrush, Google Search Console, Google Analytics, Marfeel, Chartbeat, and Ahrefs to perform routine SEO site audits

Omni Channel SEO & SEM Specialist, SocialSEO Inc., Colorado Springs, CO

January 2020 – December 2022

- Managed \$54,000 in recurring revenue from SEO and SEM client accounts
- Developed intricate, short-term and long-term SEO and SEM strategies for client success
- Conducted frequent on-site and off-site technical SEO audits for a broad range of retail, e-commerce, trade, and manufacturing websites
- Curated SEM campaigns with budgets of \$5,000-\$30,000 (in spend, per month) in Google AdWords and Microsoft (Bing) Ads
- Wrote compelling SEM and SEO content that drives users towards conversion actions
- Leveraged social media platforms, increasing brand engagement and our digital presence across Facebook, Instagram, and LinkedIn

General Manager, Metro Fitness Downtown Syracuse, Syracuse, NY

August 2018 – August 2019

- Created monthly re-occurring revenue in excess of \$30,000
- Managed, acquired, and retained over 1,500 clients
- Implemented innovative social media strategies to boost membership sales and engagement, driving significant increases in online engagement
- Operated two clubs in the Syracuse area, working closely with franchise owner
- Hired, on-boarded, and trained new front desk personnel and trainers for clubs
- Taught and organized MyZone fitness software to be used by clients

Sales Representative, Black Tie Moving L.L.C., Nashville, TN

June 2018 – August 2018

- Generated \$158,000.00 in revenue for booked moves for up-scale moving service
- Spoke with hundreds of customers and developed exceptional phone skills
- Maintained a professional atmosphere to consistently reach sales goals

Marketing Intern, IFM Inner Circle L.P., Annandale, NJ

May 2017 – August 2017

- Helped compile information regarding clients needs and service for a private investment partnership
- Organized outreach material for high-end clients who were interested in investing in an equity fund
- Developed excellent phone skills in order to converse with potential investors

SKILLS

- Proficient in HTML, CSS, and JSON-LD (schema)
- Google Analytics and Google AdWords certified.
- AI Prompt Engineering and Creation

ACTIVITIES & INTERESTS

President, Brother at Kappa Sigma Alpha Lambda Chapter
Volunteer at Turning Point Rehabilitation Center

November 2013 – May 2018

September 2016 – November 2016