

Nathan Callen

SEO, MARKETING AND DATA ANALYTICS DIRECTOR

(402) 309-3243 | callen.nate@gmail.com | Piedmont, OK

EDUCATION

Southern Nazarene University

Bachelor's of Science
2009-2013
Bethany, OK

SKILLS

- SEO Strategy Development
- SEO Audits
- Keyword Research and Analysis
- On-Page SEO
- Off-Page SEO
- Local SEO
- Technical SEO
- Link Building/Backlinking
- Google Analytics/GA4
- Google Search Console
- Google Tag Manager
- Content Optimization
- Competitor Analysis
- Data Analysis and Reporting
- Proficiency in Excel/Google Sheets
- Adobe Photoshop
- Adobe After Effects
- Hubspot
- Salesforce
- Smartsheet
- Wordpress Development
- HTML
- CSS
- Javascript
- PPC Advertising
- Facebook Advertising
- Account Management
- Client Presentations

OBJECTIVE/SUMMARY

Results-driven, versatile, and motivated SEO, Marketing, and Data Analytics Director credited with 8 years of experience delivering transformational results through leadership, nationwide and local SEO optimization, superior data analyzing, and service quality in both private and corporate sectors. Skilled in conducting a competitive, data, marketing and SEO analysis, while identifying new marketing opportunities both online and off. Effective collaborator and team member with a strong "do your job" mindset and business acumen.

WORK EXPERIENCE

Marketing Six, Santa Clarita, CA | Remote | Public Relations Manager

January 2024 - Present

- Collaborate with outside areas of focus to obtain potential linking options for clientele
- Heavy Focus on Law Firms and Attorneys
- Prepared reporting on a weekly and monthly basis based on client need
- Trained a sales team of 4, production team of 6 on link building, tracking and link opportunities

Arachna Solutions, Lee's Summit, MO | SEO & Data Analytics Manager

February 2017 - 2023

- Research and identify high-value, relevant keywords to improve visibility and website performance
- Monitored and reported on key SEO performance metrics using Google Analytics, Google Search Console, Ahrefs, SEMRush, Majestic, and other SEO Tools
- Collaborated with the development team to implement technical SEO improvements, including site speed optimization and mobile-friendliness enhancements.
- Lead client presentations, showcasing compelling stories through data
- Trained and Managed between 3 and 9 team members consisting of the sales team, SEO Fulfillment team, and other administrative members
- Used HTML, CSS, & Javascript knowledge to optimize Wordpress and other platform developers to optimize websites for SEO, Data Collection, & User Experience
- Maintained GA4 standards while using analytics to propel strong PPC campaigns across networks
- Quickly and creatively propelled marketing efforts for a range of companies from 2 employees up to corporations of 800 employees

