**Nicholas LeRoy**

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**SUMMARY**



A 9+ year seasoned SEO professional driving exceptional results for his clients ranging from multibillion dollar nationally recognized consumer goods clients to local law firms. A leader, that’s successfully grown entry level employees to high performers improving productivity and efficiency of the broader team.

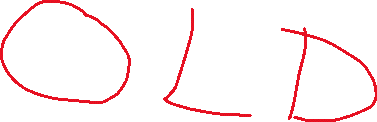


**WORK EXPERIENCE**

**Ovative Group**, Minneapolis, Minnesota **April 2014 – Present**

**SEO Manager**

* Oversee two direct reports owning their development to elevate both individual and team level performance.
* Developed and lead SEO execution across enterprise level clients with a portfolio retainer value north of $700k.
* Partner with channel leads to ensure maximum ROI is obtained through cross channel optimization.
* Established SEO audit best practice and documentation that the entire team leverages to conduct an audit on current and new clients.



* Publish a weekly SEO newsletter outlining SEO industry updates, algorithm updates and recently published test results and insights provided by the larger SEO industry.

**FindLaw, a Thompson Reuters business,** Eagan, Minnesota **Mar 2011 – April 2014**

**SEO Consultant**

* Managed a portfolio of 500+ attorney websites to ensure SEO best practices were implemented and maintained.



* Voted by colleagues to participate regularly in the “SEO board” to identify new SEO strategies and industry best practices that as a team could integrate into our internal best practices.

**DKS Systems**, Golden Valley, Minnesota **Jan 2009 – Feb 2011**

**Search Marketing Specialist**



* Independently learned SEO to fill a gap in service offerings offered by DKS Systems. Historically, DKS Systems was 100% dev shop but an opportunity presented itself to capture more business internally instead of shipping out finished websites to local SEO/media agencies.

**EDUCATION**  
St. Cloud State University; St. Cloud, Minnesota: Bachelor of Science Degree, December 2008  
Major: Business Computer Information Systems