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**SEO DIRECTOR | DIGITAL MARKETING DIRECTOR**

**All Around SEO Strategist: Technical, Content Strategy, Operations and Process, Workflow and Tool Management**

Experienced SEO Director and Digital Marketing Director with a proven track record of strategic leadership. Proficient in optimizing website visibility, generating organic traffic, and driving revenue growth. Accomplished in client management and the development of high-performing SEO departments. Expertise spans SEO, SEM, e-commerce optimization, link building, keyword research, and more. Achievements include substantial revenue growth, remarkable client website improvements, and cost-saving vendor negotiations. Data-driven and a team leader, I am poised to contribute to the dynamic field of digital marketing.

**CORE COMPETENCIES**

* **SEO Strategy**
* **SEM Management**
* **E-commerce Optimization**
* **Link Building**
* **B2B Lead Generation**
* **Global SEO**
* **B2C SEO**
* **Content Marketing**
* **Keyword Research**
* **Technical SEO**
* **On-Page Optimization**
* **Analytics & Reporting**

**KEY HIGHLIGHTS**

* **Strategic SEO Department Development:** Successfully built the entire SEO department in my current role, showcasing the ability to establish and scale a functional and high-performing department.
* **Client Management Expertise:** Demonstrated exceptional client management skills by overseeing client relationships for a period of five years, ensuring client satisfaction and retention.
* **Impressive Revenue Growth and Scalability:** Grew the department's annual revenue from $100,000 to over $400,000 and developed a department that is both scalable and profitable, reflecting a deep understanding of sustainable business practices.
* **Exceptional SEO Achievements:** Achieved remarkable improvements in client websites' search engine rankings, including a +101% increase for a Fin-Tech client and a +214% increase for a CPG client in top-ten keyword rankings. These achievements significantly enhanced website visibility on SERPs, driving substantial organic traffic growth.
* **Cost-Saving Negotiations:** Demonstrated strong negotiation skills by securing multiple vendor contracts, resulting in annual cost savings of over $48,000 for the company.
* **Data-Driven Analysis:** Meticulously reported and analyzed campaign performance, providing insights by correlating on and off-page SEO tactics with strategy execution. This data-driven approach ensured alignment with key performance indicators and objectives.
* **Team Leadership and Development:** Played a pivotal role in team development by training and supporting new SEO team members. Additionally, provided coaching and guidance to high-level executives, including EVP, SVP, and VP-level staff, on department structure and SEO strategies.

**PROFESSIONAL EXPERIENCE**

**Managing Director of SEO: LEWIS PR Inc. Dec 2018 – Present**

* **Exceptional SEO Results for Fin-Tech Client:** Spearheaded a remarkable +101% improvement in a Fin-Tech client's top-ten keyword rankings, significantly enhancing the website's visibility on the search engine results page (SERPs). This transformation led to an impressive +90% increase in clicks to the site, thereby generating a substantial surge in organic traffic.
* **Outstanding Results for CPG Client:** Drove a remarkable +214% enhancement in a CPG client's top-ten keyword rankings, encompassing a staggering +2,309 keywords. This translated to a remarkable +204% upsurge in organic traffic, adding an impressive +63k users to the website.
* **Cost-Saving Vendor Negotiations:** Successfully negotiated multiple contracts with vendors, contributing to annual savings of over $48,000 for the company. This financial acumen directly impacted the company's bottom line.
* **Substantial Revenue Growth:** Demonstrated exceptional business acumen by growing SEO revenue by an impressive $360k per annum. These financial achievements are a testament to strategic planning and execution.
* **Comprehensive Performance Reporting:** Oversaw the detailed report and analysis of campaign performance, assessing all aspects by correlating on and off-page SEO tactics and strategy execution. This data-driven approach ensured continuous improvement and informed decision-making.
* **Team Development and Leadership:** Played a key role in training and supporting new SEO team members, cultivating a high-performing team. Additionally, provided coaching and guidance to EVP, SVP, and VP-level staff on department structure and SEO strategies, contributing to the overall growth and effectiveness of the SEO team.

**Senior SEO Strategist & Account Manager: Power Digital Marketing Nov 2015 – Oct 2018**

* **Optimized Client Websites for Search Engines:** Collaborated seamlessly with content and web development teams, ensuring that client websites were meticulously fine-tuned for search engine visibility. This resulted in improved search rankings and higher organic traffic for clients.
* **Effective Team Leadership:** Successfully managed and trained a team of SEO specialists, significantly enhancing their proficiency and effectiveness in improving search engine rankings and driving substantial organic traffic increases for clients.
* **Efficiency Enhancement:** Demonstrated keen process improvement skills by automating time-intensive deliverables, which not only saved time but also improved overall efficiency in project execution.
* **Data-Driven Decision-Making:** Leveraged advanced web analytics tools to closely monitor website performance, meticulously identifying areas for improvement. Regularly reported progress and actionable insights to senior management, facilitating informed decisions.
* **Strategic Marketing Initiatives:** Spearheaded strategic direction for internal marketing initiatives, including the blog and YouTube video strategies. These initiatives played a pivotal role in advancing the company's digital marketing efforts and enhancing brand presence.

**Ecommerce Analyst: Incipio Technologies Oct 2014 – Nov 2015**

* **Achieved Exceptional SEO Results:** Orchestrated a remarkable 180% surge in top-ten keyword rankings, encompassing 3,700 keywords, and amplified organic traffic by an impressive +70%, translating to a $180k increase in revenue. Notably, secured prominent page-one rankings for highly competitive terms like "iPhone 6 cases" with an average of 630k monthly searches.
* **Strategic Digital Marketing Leadership:** Spearheaded the development and execution of comprehensive e-commerce digital marketing strategies, focusing on customer acquisition, retention, and revenue expansion. These strategies played a pivotal role in driving business growth.
* **Effective SEM Campaign Management:** Skillfully managed relationships with third-party vendors and external marketing agencies, overseeing the successful execution of SEM campaigns, including dynamic remarketing and Google shopping campaigns. These efforts significantly contributed to revenue growth and brand visibility.

**EDUCATION**

**California State University, Fullerton –** B.A. Communications

**TOOLS & PLATFORMS:** Moz, SEMRush, Screaming Frog, WordPress, Drupal, Crazy Egg, Google Search Console, Google Analytics, Looker Studio, Excel, Power Point, Word Press, Drupal, Sitecore, SEO Yoast, Market Muse