

Nicolas Torres

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Professional Summary

Results-driven IT professional with Digital Marketing, SEO, Analytics, IT Security, Audit, Project Management, Compliance, and Helpdesk experience within a Fortune 10 financial institution. Experienced in IT project support, Helpdesk support, and security operations.

Skills

- **Software:** Screaming Frog, SEMRush, Moz Bar, Google Analytics, Google Search Console, BrightEdge, Greenlight, Microsoft Office Suite, Google Drive, SharePoint, Wordpress, VMware, VirtualBox
- **Hardware:** Computer assembling and maintenance, Installation/configuration of peripherals, components, and drivers
- **Operating Systems:** Windows XP/ Vista / 7 / 8 / 10, Unix/Linux: Ubuntu / CentOS, Mac OS X: 10.6 -12.6
- **Languages:** HTML, CSS, JavaScript, JSON-LD
- **Certification(s):** ACIT (Apple Certified iOS Technician), ACMT (Apple Certified Mac Technician)

Experience

Neseo Marketing LLC

Founder & CEO

Montgomery, IL

September 2023 – Present

- Own and operate my own freelance and consulting company where I provide SEO and web development services to businesses of all sizes.
- Setup regular inbound and outbound invoicing with clients and vendors.
- Manage monthly performance reporting for clients and reviewing loss/gains in traffic, keyword rankings, and revenue.
- Perform site builds for clients using the WordPress platform and efficiently reducing build time with the use of AI by 50%.

Terakeet

SEO Manager

Montgomery, IL

August 2022 – August 2023

- Managed a team of 9 Sr SEO Analysts; conducted performance reviews, career conversations, talent reviews, and compensation/promotion reviews.
- Collaborated with other SEO Managers/Directors, HR, and Resource Managers to improve the organization's focus on career growth and ensuring product quality assurance across Analysts outputs.
- Provided regular positive and constructive feedback to my direct reports on task work and developed individualized training plans if additional assistance was needed.
- Managed internal Customer Success Blueprint (CSB) for our Growth team by consistently ensuring it is reflective of current execution best practices based on industry standards and Google's guidelines.

Ovative Group

SEO Manager

Montgomery, IL

April 2022 – July 2022

- Strategize closely with cross-channel team leads and advisors such as PPC, Social, Analytics, Client Strategy, and Retail Media to find solutions for clients looking for a holistic approach to search.
- Manage the day to day operation and client facing communication of 5 engagements across 3 enterprise level accounts with ongoing SEO services.
- Lead, manage, and grow an exceptional team of 3 high-performing direct reports.
- Responsible for training, mentoring, and providing feedback to junior and senior Analysts on the team around general and technical SEO topics and projects.

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Tinuiti

Montgomery, IL

SEO Specialist

September 2021 – April 2022

- Collaborated with cross-channel teams such as PPC, Social Media, Analytics, Client Strategy, and CRO to find solutions for clients looking for synergy within SEO strategy.
- Managed between 6-8 clients with ongoing SEO services and provide SEO strategy across multiple disciplines such as On-Page, Off-Page, Technical SEO, and Local SEO.
- Delegated tasks/projects across 3 Coordinators in order to meet client deadlines and train these team members if additional assistance is needed.
- Lead a bi-weekly internal team call for intermediate to senior level team members to discuss areas of improvement for internal processes, client blockers, workload management, and team morale.
- Volunteered to assist departmental initiatives revolving around DEI (Diversity, Equity, and Inclusion), team morale, team events, trainings, and mentorship.

SEO Coordinator

September 2020 – September 2021

- Supported 5-8 SEO accounts across multiple industries working on eCommerce, Enterprise, Large Site SEO, and many fortune 500 companies.
- Lead a bi-weekly internal team call for entry level team members to discuss areas of improvement for internal processes, client blockers, workload management, and team morale.
- Assisted leadership team to improve internal processes and training to create efficiencies for the larger team.

Dealer Inspire

Naperville, IL

Senior Technical SEO Specialist

September 2018 – September 2020

- Assisted in building the foundation of Technical SEO for site migration/production as well as ongoing maintenance to a team of over 50+ SEO team members.
- Lead a team of 14 employees and was responsible for educating team on SEO industry updates and training.
- Collaborating with Account and Sales teams to find custom solutions for VIP clients needing a more in depth Technical SEO strategy.
- Managed nearly 30 clients with ongoing SEO services and provided monthly reporting seeing organic traffic increases as low as 15% and as high as 200% on some accounts.
- Conducted keyword research for both high funnel and low funnel search terms resulting an increase in Goal Completions.

Solutions Engineer

July 2017 – September 2018

- Maintained 15-20 support calls a day assisting dealerships with issues on their site(s) resulting in an average NPS score of 9.8
- Pioneered how SEO/QC support requests were handled by building process for internal teams and became proficient enough with having client facing calls with Executive leadership to discuss SEO strategy.
- Tackled on average 80-100 internal/external support requests revolving around SEO/QC collaborating with developers, engineers, content specialists, and analytics team.

Apple

Naperville, IL

Genius (Mac Technician)

November 2016 – June 2017

- Performing in house repairs on Mac and mobile devices to shorten repair times and provide a higher turnaround.

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- Holding a transferable Apple Certification in iOS and OS X devices to troubleshoot hardware and software problems.
- Training new hires through repair processes and offer guidance and support to fellow coworkers.

Family Room Specialist (iOS Technician)

March 2016 – November 2016

- Maintaining 10 to 20 appointments a day to resolve clients technical issues in a timely manner resulting in high customer ratings.
- Educating customers on their products and other services Apple offers to enrich their lives.
- Delegating appointment times for walk in clients to alleviate wait times and marking business clients as high priority.

GE Capital

Chicago, IL

Information Security – Operations and Architecture Intern

January 2015 – July 2015

- Constructing strategy-based approach to obtain 2,000+ company assets which projected to \$1,000,000 savings.
- Knowledgeable in COBIT and ISO governance frameworks.
- Assisted in auditing 180+ GE Capital applications to identify role descriptions with HPA access and/or SPII data.
- Supported Enterprise Architecture team by designing front-end UI to create a dashboard for end users to test their pipeline.
- Evaluate and verify information accuracy within 200+ applications for Quarterly System Access Testing (QSAT) within SOX test of controls.
- Designed internal website with Wordpress to enhance security awareness for 2,000+ IT and Business professionals, helping to meet regulatory requirements.

Comcast

Woodridge, IL

Customer Account Executive / Video Repair

April 2014 – July 2014

- Managed 40 daily calls (average), which was 11% above expected standard.
- Built relationships with clients, resulting in increase of \$700 over weekly sales goal.
- Received customer service award for effectively educating 15 customers daily on new products.
- Reinforced customer satisfaction by troubleshooting recurring issues.

Empire Inc.

Lombard, IL

Senior Account Executive

July 2013 – February 2014

- Built client relationships through sales, resulting in \$45,000 in weekly sales among 25+ weekly clients.
- Led team composed of five direct reports state-wide to execute direct sales campaigns.
- Promoted to represent high-valued clients due to outstanding performance with previous campaign for ENCOA company.
- Piloted a new campaign for Spark Energy, LLC, which brought in \$45,000/week in revenue and led to me being ranked in the top 5 reps in the nation.

Education

Harold Washington College

Chicago, IL

Basic Certificate in Information Systems, Project Management

September 2014 – July 2015

Year Up

Chicago, IL

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IT Project Management / Software Development Training *September 2014 – January 2015*