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| Scott JacobSenior SEO Strategist – Agency | sjacob@searchconversion.com • 303-886-50409[LinkedIn](https://www.linkedin.com/in/scotttjacob/) • Lone Tree, CO 80124 |
| Results-driven and highly versatile professional with extensive experience in SEO assessments, audits and subsequent organic search strategies to boost brand recognition and audience engagement. Expert at elevating online visibility, delivering highest quality user experience, and enhancing conversion rates through innovative web design and analytics-driven strategic planning. Instrumental at formulating SEO strategies and competitive analysis across a diverse client portfolio. Skilled in designing and executing lead generation initiatives, events, and partnerships to attract potential prospects and expand program visibility. Forward thinker with deep understanding of search engine algorithms and digital marketing trends; able to deliver measurable results through comprehensive SEO assessments and broad marketing transformation workstreams. |
| Areas of Expertise |
|  ● Search Engine Optimization  ● Competitive Analysis ● Long-Tail Keyword Analysis |  ● Enterprise Organic Strategies ● SEO Backlinking Campaigns  ● Content Analysis  |  ● Sales Lead Generation ● Website SEO Audits ● Digital Marketing Strategies |
| Key Accomplishments* Managed remote teams to optimize 354 elementary, middle, and high school WordPress websites.
* Optimized and secured 23 college websites, mostly on WordPress or Drupal platforms.
* Directed contact funnel flow towards Salesforce / educational CRM system.
* Executed multiple contracts in internet, television, and mobile phone industries, focusing on developing B2C landing pages for paid traffic to boost new customer acquisition.
* Oversaw and guided team of five developers, designers, and QA professionals.
* Engaged in a long-term contract with one of America's largest REITs, contributing all organic search (SEO) efforts for 550 nationwide properties through project management and user acceptance testing.
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| Professional Experience |
| Search Conversion, LLC, Lone Tree, COIndependent SEO / CRO Consultant  | 2015 — Present |
| Working through national agencies with large enterprise B2B and smaller B2C ecommerce clients as SEO Consultant, or SEO Strategist. Experience working with organic search tools: Google Search Console, GTM, Google Keyword Planner, SEMRush, Screaming Frog, and many others. * Understanding and in-depth experience with technical SEO activities, including crawling websites and analyzing site crawls, implementation of URL redirect strategies, use of Schema markup and microdata, hreflang/international SEO tactics, and canonical tag deployment. Founded Search Conversion in 2015, a digital marketing agency, specializing in WordPress, SEO, and CRO.
* Specialized in B2C industry, especially in ecommerce, home service and telecom sectors.
* Led team of up to 12 members, currently supervising two Online Marketing Specialists and controlling remote technical resources.
* Stayed informed on industry trends and emerging tech along with suggesting new tools / methods.
* Recognized as trusted resource in Denver area for supporting agencies dealing with WordPress issues and blog network concerns.
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| Digital Globe Services, Inc., Castle Rock, COSearch Marketing Manager | 2012 — 2015 |
| Supervised SiteSpect CRO setups and conducted A/B tests. Oversaw SEO and CRO for various .NET customer acquisition websites. Spearheaded all aspects of outsourced technical personnel effectively.* Achieved 20% ROI by implementing digital strategies and sales campaigns, encompassing SEO, email marketing, landing page enhancements, referral programs, marketing automation, and gift card monitoring.
* Managed $4MM marketing budget for more than 20 client accounts.
* Introduced and utilized budget-friendly $1,000 monthly marketing automation platform, driving 24.9% of total company sales leads.
* Directed in-house graphic designers, copywriters, and developers in executing SEO strategies.
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| Shades Shutters Blinds, Castle Rock, COManager of E-commerce | 2007 — 2012 |
| Developed and customized e-commerce platform and CRM system. Created .NET-based e-commerce system and backend tools for vendor ordering, customer service, and sales funnel management.* Contributed to company's growth from a small "basement operation" earning $500K annually to becoming a $12MM industry leader.
* Acted as primary technology expert for overseeing web development, digital campaigns, affiliate channel management, SEO, and CRO.
* Positioned website as third-ranked in window coverings industry through organic SEO and paid PPC campaigns.
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| Additional ExperienceInteractive Marketing Director, AIMCO (NYSE: AIV), Denver, COEducationBachelor of Science in Management Science & Operations Research, Minor in Business.Southern Methodist University, Dallas, TXTechnical ProficienciesWordPress | HubSpot | Various CRM Systems | Jira | Basecamp | Asana | Schema Markup | SEMRush | Ahrefs | Moz | BrightEdge | BuzzStream | Google Lighthouse | HotJar | Optimizely | Crazy Egg | Heap | UserTesting | Userfeel | TryMyUI |