


# THOMAS WATSON

## CONTACT

 [tawatson15@gmail.com](mailto:tawatson15@gmail.com)

 702.824.7617

 [LinkedIn](#)

## AREAS OF EXPERTISE

**DIGITAL & WEB-BASED  
MARKETING STRATEGY**

**SEARCH ENGINE  
OPTIMIZATION (SEO)**

**BRAND DEVELOPMENT,  
AWARENESS & POSITIONING**

**CLIENT RELATIONS**

**PROJECT MANAGEMENT**

**WEB ANALYTICS  
& DATA REPORTING**

**CAMPAIGN DEVELOPMENT &  
PERFORMANCE MONITORING**

**WEBSITE DEVELOPMENT**

## TECHNICAL SKILLS

**SEO:** Screaming Frog, MajesticSEO, Ahrefs, Google Webmaster Tools, Google Keyword Planner, Google Analytics, Agency Analytics, Google Data Studio (Looker Studio), Google Search Console, SEMRush, MOZ Local, Bright Local, Copyscape, Ubersuggest, Yext, SERanking, ChatGPT

**PROJECT MANAGEMENT:** Jira, Basecamp, Trello, Asana, Slack, Freedcamp, Workfront

**WEB DEVELOPMENT:** HTML, Wordpress, Webflow, Adobe Experience Manager, CSS

## EDUCATION

**MASTER OF SCIENCE (MS),  
MANAGEMENT & LEADERSHIP**  
*Western Governors University*

**BACHELOR OF SCIENCE (BS),  
BUSINESS ADMINISTRATION -  
MARKETING MAJOR**  
*Western Governors University*

## Certifications

**Google Data Analytics**  
*Coursera*

## PROFESSIONAL PROFILE

Established, results-driven SEO specialist and digital marketing consultant with 8+ years of experience driving client-centric brand growth and engagement through creative campaign strategies, content design, and web development—leveraging proven SEO methodologies and targeted data analysis while executing client initiatives that require out of the box thinking and a data-driven approach to marketing to promote sustainable results in competitive, niche markets.

## SEO, DIGITAL MARKETING & WEB DEVELOPMENT EXPERIENCE

**SEO SPECIALIST, Hyport Digital** | October 2023 – March 2024

**Leading the SEO team in creating strategic recommendations for client campaigns** including content optimization, internal linking and website structure recommendations.

- Improved multiple client websites to top 10 rankings within 3-4 months of a campaign.

**CONTENT LEAD, Caesars Entertainment** | Mar 2023 - Jun 2023

**Continuously maintained relationships with stakeholders**—making updates to the corporate website, responding to requests, and assisting the team with making sure support tickets were handled in a timely manner.

**TEAM LEAD LOCAL SEO, Caesars Entertainment** | Jul 2021 - Mar 2023

**Managed business listings on digital platforms** including Google, Yelp, and Yext—taking the lead on handling all listing-related communications, fielding questions, and addressing requests from stakeholders while seeking to boost traction for all business listings.

- Improved click-through rates by 5% in Q4 FY2021 for all Caesars properties

**SEO SPECIALIST, Caesars Entertainment** | Jun 2019 - Jul 2021

**Leading strategy and implementation of SEO-based recommendations** that increase organic traffic and boost revenue across multiple high value properties through targeted marketing and engagement tactics while managing digital business listings and overseeing both local and affiliate promotions—conducting technical SEO audits and utilizing SEO tools to identify ways to improve performance and keyword ranking.

- Led the SEO team to organically source an average of \$450k in daily revenue.

**FREELANCE SEO SPECIALIST, Various Companies** | Oct 2012 - present

**Clients/Agencies I worked with:** Microtek Corporation, Organic Clicks, Natural Force, Upper Cervical Marketing, Winston Digital Marketing, Smile Designers of Las Vegas

- **Auditing client websites to analyze SEO opportunities and produce data-driven reports that inform action plans to address issues impacting rankings**—leading client-facing communications to manage requests, answer questions, and provide recommendations for future web-based projects and initiatives.
- **Leveraged exceptional interpersonal and communication skills to bridge the gap between businesses and their target audience**—enthusiastically overseeing digital marketing research, content development, and website audits to thoughtfully connect individual client goals and capabilities with audience expectations.
- **Facilitates conversations around process improvements, best practices, and strategies for managing projects and reaching milestones** through optimized workstreams, management, and collaboration—leading project efforts while managing schedules and ensuring the proper allocation of resources.