

Kurt Lambert

643 General Weedon Drive
West Chester, PA 19382

Vice President,
SEO, Content
& Website
Strategy

302.528.3446
kurtislambert10@gmail.com
<https://www.linkedin.com/in/kurtlambert/>

Skills

SEO & Organic Strategy · Content Marketing · Product-led Growth · GTM Strategies · Omnichannel Approach · Product Management · Team Leadership & Coaching · Client Relations · UX Optimization · User Journey Mapping · AI Integrations · Conversion Rate Optimization · A/B Testing · Analytics Platforms · Data Science · Data-driven Decision Making · Ecommerce Strategy · P&L Management · RFP Processes · SOP Management

Experience

Silverback Strategies / Vice President (Most Recent Role)

JUNE 2009 - MARCH 2024, ARLINGTON, VA

Overseeing the SEO, Content & Web Development for premier digital performance marketing agency specializing in data driven strategies and insights. Leader in building culture and product, resulting in several “best places to work” awards. Identifying potential opportunities, sales angles, and product innovations. Recruit, hire, and mentor talent. Lead team of 14 with 4 direct reports at the Director and Team Lead level.

- Spearheaded growth of agency SEO annual revenue by 69%+, from \$1.3M to \$2.4M, in under 4 years.
- Grew monthly SEO & Content client fees from \$50K to \$200K+ per month.
- Restructured department resources to improve quality, efficiency, & profitability.
- Cultivated, maintained, nurtured, and retained strategic, loyal, and long-lasting client relationships, impacting agency bottom line.
- Brought concepts to market for several original and innovative deliverables, taking into account timeline and expectations.
- Pioneered multitude of training, workshops, and team events, such as “lunch & learns,” to promote agency culture, engagement, and industry-wide, best-in-class collaboration.
- Inaugurated 3-month training program and protocol for new hires.
- Led agency in department employee satisfaction, engagement, and retention.

Education

West Virginia University / Bachelor of Business Administration, Marketing

2005 - 2009, MORGANTOWN, WV

WVU Marketing Club, Google Online Marketing Challenge, WVU Athletic Department Marketing Program

References Available Upon Request