



Senior SEO Strategist | Digital Marketing Strategy | Visual Storyteller

## CONTACT

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## CERTIFICATIONS

GA4 | Analytics Cert | May 2023

SEO Training by Moz | April 2023

Data Studio Master Class | February 2023

Advanced Content Marketing | January 2023

Hootsuite Platform Certified | March 2022

Google My Business Cert | September 2021

YouTube Certified | January 2020

## EDUCATION

B.A. Digital Technology & Culture

Washington State University

Vancouver, WA 2020

• English Minor

- Rotary Scholarship Recipient

- Cum Laude | 3.61 GPA

- Presidents Honor Roll

## KEY SKILLS

Project Management  
Organization

Attention to Detail

Strategic Planning

Critical Thinking

Remote Team Leadership

Client Relationships

## TECHNICAL SKILLS

### SEO

Screaming Frog

Moz/Stat

semRush/ahrefs

seoClarity

Looker Studio

### Google

Analytics/Search Console

Keyword Planner

### Management Systems

Basecamp

Monday/Asana

Slack/Zoom

### UX/UI

Research & Analysis

Visual Organization/Reporting

Project Organization

### Developer/CMS

Python

REGEX

WordPress

HubSpot

HTML5/CSS3

## HOBBIES

Photography/Videography

Gaming

Yoga/Meditation

Camping/Hiking

## PROFESSIONAL EXPERIENCE

### Brainlabs Digital

Senior SEO Strategist | April 2022 – Current

- Interviewed, onboarded, and trained new key team members
- Delegated tasks and timelines across multiple enterprise accounts to team
- Promoted organic growth through SEO optimization on multiple websites
- Monitored/tracked organic performance metrics and created customized reporting
- Developed keyword mapping and quarterly/annual strategy and road maps
- Accountable for client-facing reporting and communications on enterprise accounts
- Agency-wide contributions to complex problem-solving, solutions, and trainings

### Automatic, Ink

SEO Strategist | June 2020 – May 2022

- Performed SEO technical audit and usability analysis
- Completed competitive analysis
- Performed keyword research and mapping
- Implemented SEO through metadata, h1, h2, speed optimization, image optimization
- Tracked and measured SEO tactics using Google analytics
- Metrics include: Site traffic, channels, CTR, demographics, etc.

### SEO Setups

SEO Specialist | September – December 2021

- Performed SEO technical audits and usability analysis
- Completed competitive analysis and keyword research
- Developed targeted keyword strategy
- Tracked and measured SEO tactics through Google Search Console, Analytics
- Provided custom dashboard for report using Looker Studio
- Created custom video ads for social channels and managed YouTube ads

### NutriGardens

SEO Copywriter & UX/UI | August – September 2020

- Mitigated site transition from WordPress to Shopify
- Completed competitive analysis
- Performed usability and keyword research
- Implemented SEO through metadata, h1, h2, speed optimization, image optimization
- Created custom visual media representing complex data
- Created SEO copy for magazine writeup, blog and web pages

### R&T Enterprises

Marketing Manager, SEO & Social Media Specialist | September 2010 – August 2015

- Created social profiles, managed profiles, offerings and promoted social media growth
- Curated and monitored Google Paid Ads
- Created and implemented SEO Strategy across multiple sites
- Responsible for E-mail marketing campaigns & design
- Responsible for E-Commerce site maintenance & updates
- Led team on new product marketing & branding design