

Anthony Burke-Hall

SEO Specialist

Palm Bay, FL 32909 • anthonybhall1@gmail.com • 321-987-4043 • [LinkedIn](#)

SUMMARY

Detail-oriented SEO Specialist with a proven track record in analyzing data, strategizing, implementing changes, and generating reports for websites. Proficient in SEMrush and Google Analytics, experienced in SEO implementation in WordPress, and skilled in providing data-driven recommendations. Strong collaborator with excellent communication skills, able to self-manage and prioritize tasks effectively.

SKILLS

- SEMrush
- Google Analytics
- WordPress
- SEO Implementation
- Data Analysis
- Keyword Research
- Content Creation
- SEO Copywriting
- SEO Audits
- Communication
- Collaboration
- Time Management
- Prioritization

PROFESSIONAL EXPERIENCE

THE AD LEAF | SEO SPECIALIST | Melbourne, FL | Oct 2023 - Present

- Spearheaded on-page SEO initiatives that significantly boosted organic traffic by 40% within the first quarter of implementation, demonstrating a deep understanding of SEO best practices and strategic content placement.
- Undertook extensive keyword research and SEO analysis to uncover high-opportunity keywords, aligning content strategy with user intent and market trends for optimal visibility.
- Played a pivotal role in interdisciplinary teams to conduct thorough website audits, pinpointing and rectifying technical SEO issues to improve site performance and search engine rankings.
- Acted as a primary SEO point of contact for clients, efficiently resolving inquiries and providing insightful recommendations to enhance their SEO strategy.
- Enhanced WordPress website functionality and user experience by implementing SEO optimizations via the Yoast SEO plugin, ensuring content is fully optimized for search engines.

INVESTCLOUD | FRONTEND WEB DEVELOPER | Tampa, FL | Mar 2022 – Mar 2023

- Collaborated with 8 team members to identify site objectives and user needs, using Microsoft Teams and creating user-friendly website experiences with 15% more engagement
- Performed **quality assurance** (QA) checks on average per project, discovering bugs and communicating concerns to other designers, improving efficiency and **user experience**

throughout the life cycle of a project

- Focused on building site functionality with HTML, CSS, and tracking tickets with Jira
- Orchestrated a seamless project management process by implementing an agile workflow; conducted daily stand-ups, sprint reviews, and retrospectives that reduced development time by 20% and increased client satisfaction by 35%
- Pushed code base with Tortoise SVN (Version control), to move tested code to the project

COMPSYS | PRODUCTION TECH | Melbourne, FL | Oct 2020 - Mar 2022

- Working with a team to reach deadlines
- Producing materials at company standards
- Adapting to changing company needs to make projected customer needs
- Operate fiberglass production tools
- Monitor quality control
- Maintain equipment and workspace

BUFFALO WILD WINGS | LINE COOK | Melbourne, FL | Feb 2016 - Mar 2019

- Followed OSHA(Occupational Safety and Health Administration) standards
- Communicated with the front of the house to deliver food safely and promptly to customers
- Organized kitchen staff to perform tasks effectively and orderly throughout their shift

EDUCATION

BAYSIDE HIGHSCHOOL | DIPLOMA | GPA: 3.2 | Palm Bay, FL | Aug 2011 - Jun 2015

CERTIFICATIONS

- Google Ads Display Certification
- Google Ads Search Certification
- Google Ads Creative Certification
- Front End Web and Mobile Development Bootcamp
- HubSpot SEO Certification

MARKETING EXAMPLES

[Pinterest](#)

[Pinterest](#)

[Youtube](#)

[Instagram](#)