

LUCAS BARNES

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Work Experience

Microsoft, Sr Manager SEO International

January 2018 - Present

- Manage SEO program for Microsoft.com retail operations, including management of the physical store marketing internationally. Focused on partnering with other teams, particularly paid search (PPC).
- Primary work focus is technical development of CMS, and enablement of SEO engineering programs within Microsoft groups.

Amazon, In-Stock Manager Toys

July 2017 – January 2018

- Responsible for managing buying and supply chain operations for the Amazon Canada Toys business.
- Primary duties are forecasting and executing purchase of tens of millions of dollars of Toys.
- While operating to meet customer demand in-stock drives projects to increase operational efficiencies and cost reduction at scale.

Amazon, Marketing Manager Hardlines

January 2015 – July 2017

- Standardized and implemented merchandising strategy across 5 businesses; Sports & Outdoors, Toys, Tools & Home Improvement, Automotive, and Industrial & Scientific.
- Executed all of the merchandising and marketing for the launch of Industrial & Scientific in Canada. Responsible for managing spend and auditing PPC search terms across Canada (Adwords, Microsoft).
- Executed and formulated strategy for category marketing channels including email, direct traffic, affiliate marketing, and search.
- Managed corporate sales events including Halloween, Father's Day, Mother's Day, Boxing Day

Sears Holdings, SEO Manager

August 2013 - Present

- Managed SEO for Sears and Kmart overseeing daily marketing strategy to achieve aggressive traffic goals. Working throughout the organization with UX, product management, engineering, content and marketing to implement SEO best practices. Enabled this strategy by partnering with digital marketing teams including paid search and demand generation teams.
- Helped create technical companywide SEO best practices impacting more than 100 million pages, including optimization of site hierarchies, web performance and improved change management practices.
- Oversees agency and contractor workflow to achieve optimal SEO results. Prioritize the work of several vendors and direct a team towards the completion of SEO initiatives.

Sears Holdings, Senior SEO Strategist

May 2013 - August 2014

- Created and executed comprehensive SEO marketing strategies to achieve double digit organic traffic growth on Sears.com and Kmart.com.
- Identified key projects and opportunities for the SEO channel to meet organic traffic goals.
- Monitored daily metrics for reporting to executive leadership and identify emerging site health issues. Provided in-depth analysis of key metrics and maintained focus on quarterly and annual growth targets.
- Product manager accountable for driving SEO initiatives impacting millions of pages on Sears and Kmart; effectively deployed and optimized projects across large enterprise ecommerce websites.

Foundation for Sustainable Development

May 2014 - September 2014

- Volunteer to assist with a website migration; outlining technical migration requirements including URL redirection and effective strategies for maintaining traffic during a platform migration.
- Creation of a content development strategy by utilizing keyword research and training of content teams.

Education

University of San Diego, San Diego, California
Bachelor of Arts in History

September 2009 - May 2011