

Jeffrey J. Ahn SEO & Business Development Specialist

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EXPERIENCE

Rockhouse Hotel & Spa, Skylark Negril Beach Resort

New York, NY

SEO Specialist

Sep 2023 – Present

- Develop and execute SEO strategy for luxury hotel clients in the Caribbean, redesign sitemaps, integrate backlinks, and enhance keyword optimization to boost organic click-through-rate to booking and hotel service pages.
- Advise Marketing Team with best practices for SEM ad campaigns. Use Google Analytics, Search Console, Ahrefs, SEMRush, and Deep Crawl to identify trending phraseology to insert into social media posts and paid ads.
- Partner with lead software engineer to implement SEO best practices into website structure. Write Title Tags and Meta Descriptions in HTML, reformat CSS to streamline UI navigation from landing pages, simplify JavaScript functionalities for faster UX.

Soteria Market, Inc.

New York, NY

Business Development Analyst

Jan 2023 – Dec 2023

- Client Acquisitions. Sourced C-suites at client companies who were positive matches to alternative assets for sale, focus of CMBS loan pools, aircraft, and equipment finance. Developed B2B relations over video call demos to showcase the loan-trading platform.
- CRM Management. Maintained update on entire rolodex of over thirty thousand individual clients, each with their own deal preferences. Researched email marketing campaign correspondence to establish buyer-seller pairings.
- KYC/KYB Auditing. Pre-screened new client onboardings per FDIC and SOC2 regulations. Pulled LexisNexis reports, as well as checked against FBI, OFAC, and FINCEN watchlists to qualify clients before setting them up with a live account.

United States Air Force

Lackland AF Base, Defense Language Institute, Ali Al Salem AF Base, Bagram Airfield

Cryptologic Language Analyst AFSC: (1N351) | Rank: Airman 1st Class (E3, A1C) | Active-Duty Service

Jan 2018 – July 2022

TS Security Clearance (SCI: Authorized, Upgrade II, Inactive), CompTIA Security+ Certification

SKILLS

Proficiency: SEO, Digital Marketing and UX/UI Content Strategy, B2B Client Relations, CRM Management.

Languages: English, Korean. HTML, CSS, JavaScript, SQL, Python, C.

Tools: Salesforce, HubSpot, MS Excel, Bloomberg Terminal, Google Suite, Jira, VSCode, Github, Notion.

Projects: Python Binary Search Algorithm, CSV File Filter and Deduplicator. Data Type File Organizer.

EDUCATION

Harvard CS50 Course Certification

Feb 2024

W3Schools Certified Python Developer

Aug 2023

CUNY Baruch College, Zicklin School of Business

New York, NY

Bachelor of Business Administration (BBA), Real Estate

Sep 2016 – Aug 2021

Major: Real Estate Finance & Investments | Concurrent Courses: Business Foundations, Digital Marketing, Macroeconomics, Calculus

The Bronx High School of Science

New York, NY

NYS Regents Diploma with Advanced Designation, STEM & Humanities

Sep 2012 – June 2016