

PROFESSIONAL EXPERIENCE

iProspect, New York, NY

Senior SEO Associate

February 2019 to Present

- Work closely with team leads on SEO efforts for clients like Urban Outfitters, Anthropologie, Free People, Samsung, Nutrisystem and more.
- Lead SEO Efforts with the mentorship of the Associate Director of SEO for blu e-cigs.
- Deliver comprehensive SEO audits ranging from competitive analysis, content gap analysis, technical audits, search synergy reports and backlink audits.
- Create robust SEO performance reports with actionable insights and strong root cause analysis methods.
- Assist Associate Director of SEO with content strategy and content creation for blu, an e-cigarette brand, while adhering to complex regulatory guidelines for the tobacco industry.
- Collaborate with paid and affiliate channels to form integrated search strategies and tactics for clients like Urban Outfitters and blu e-cigs.
 - Identify paid spend inefficiencies and organic search opportunities for Anthoropologie by combining organic & paid data.
 - Worked with affiliates team on an article for blu, that drove page 1 visibility for 75 non-brand terms.
- Led a successful site migration for blu by delivering analytics benchmarking, redirect mapping, redirect QA, post migration performance monitoring, and documentation for future site migrations.
- Worked on UX/UI and content recommendations for the bluNation rewards program, and increased YoY revenue and conversion rate by 36% and 88% respectively.
- Provide relevant industry trends & updates to clients and internal search teams on a monthly cadence.
- Continue to mentor and assist peers with SEO related questions and day-to-day SEO activities.

Critical Mass, New York, NY

SEO Analyst

November 2017 to January 2019

- Delivered traditional SEO recommendations to BMWUSA, including site audits, organic keyword research, content gap analysis and metadata optimizations.
- Implemented SEO tactics that contributed to 15% YoY growth in organic share of voice for BMWUSA.
- Presented technical audits and content strategy decks to prospective clients like D'Addario, Emblem Health and Norwegian Cruise Lines during 60-day discovery period.
- Collaborated with content strategists, UX and Web designers to ensure adherence to SEO best practices for new page launches or re-design implementations.
- Provided organic search POVs for urgent and ad-hoc projects.

Horseshmouth, New York, NY

Assistant Marketing Manager

March 2016 to August 2017

- Managed email production process which included design, copy QA, segmentation and reporting.
- Led QA and testing to ensure all email templates were responsive and mobile friendly.
- Tracked and analyzed campaign metrics by compiling performance reports on daily blasts.
- Performed email recipient list management and segmentation.

- Produced pages within Silverpop CMS to correspond with content in email-marketing campaigns.
- Implemented A/B testing through segmentation of subject lines, send times and content variants; Presented findings and made recommendations for improvement.
- Developed and maintained an email-marketing calendar to detail the timing and frequency of all external email communications.

Weissman Center of International Business, Baruch College, New York, NY

Digital Marketing Coordinator

March 2013 to March 2016

- Wrote over 150 essays about NYC, which accounted for 20% of NYCdata's organic traffic.
- Designed, co-wrote and coded the NYC Historic Restaurants section of the website.
- Redesigned NYCdata landing page and nav menu to be more consistent across different page categories.
- Collaborated with Baruch faculty to educate the student body about NYCdata through campus events
- Conducted content research, copywriting, and maintenance of proprietary databases.
- Managed content creation for the NYCdata twitter account.

EDUCATION

Bernard M. Baruch College, City University of New York

Fall 2015

- Bachelor of Arts in *Psychology*
Minor in *English Literature*
- Bachelor of Arts in *Business Communication*
Concentration in *Graphic Design*

Pratt Institute

Spring 2020

- *Digital Product Design* Certificate
- *UX/UI Mobile Design* Certificate

PLATFORM EXPERTISE:

Analytics: *Google Analytics, Google Search Console, Adobe Analytics, Accuranker, BrightEdge, SEMRush, Ahrefs, Conductor*

CMS & Code: *HTML5/CSS, WordPress, Commerce Tools, Contentful*

Design: *Adobe Creative Suite, Figma*

Other: *Microsoft Suite, Screaming Frog*