

Eka Betsukeli

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PROFESSIONAL EXPERIENCE

Reprise

New York, NY

Manager, SEO

June 2021 - Present

- Demonstrates strong ability to project manage and lead, by owning key strategic deliverables and client relationships.
- Identifies urgent technical issue across clients, e.g., indexation bloat impacting indexation of key pages, as well as poor international SEO implementation.
- Streamlines project management and tracking through automation via Zapier, as well as use traditional Gantt charts, and project management tools like Asana and Microsoft Suite.
- Provides Search as Business Intelligence Reports for the Xiaflex brand, which includes valuable cross channel insights for optimizing Organic, Paid and Display Ad performance.
- Spearheaded the implementation of FAQ and FAQ Schema across the Accenture site, which resulted in a 94% YoY increase in owned PAA Results (People Also Ask).
- Lead the strategy for successful site consolidation for Accenture.com, its Subdomain and Blog sites any negative affects to traffic.
- Produces detailed and highly customized Data Studio dashboards for Reporting and performance tracking across Accenture and TIAA accounts.
- Created Content Strategy Deck and methodology that is used by the SEO team as a best-in-class standard.
- Trains and mentors junior SEO analysts on the TIAA, Accenture & ExxonMobil accounts on key projects, tools, and core SEO skills.
- Received company wide recognition from the SEO and Experience team with an award titled 'A+ Winner – adapt with intent, never not excellent.'

iProspect

New York, NY

Senior SEO Associate

February 2019 - June 2021

- Collaborated closely with team leads on SEO efforts for clients like Urban Outfitters, Anthropologie, Free People, Samsung, Nutrisystem and more.
 - Created an app optimization strategy deck for Anthropology, Free People and Urban Outfitters Apps.
- 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 seventy-five 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 - 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 designers and web developers to ensure adherence to SEO best practices for new page launches or re-design implementations.

Horseshmouth

New York, NY

Assistant Marketing Manager

March 2016 - August 2017

- Managed email production which included design, copy QA, list management, segmentation, and reporting.
- Tracked and analyzed campaign metrics by compiling performance reports on daily blasts.
- 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.

Weissman Center of International Business, Baruch College

New York, NY

Digital Marketing Coordinator

March 2013 - 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.

EDUCATION

Bernard M. Baruch College, City University of New York

Fall 2015

- Bachelor of Arts in *Psychology* and *Business Communication* with a concentration in Graphic Design

Pratt Institute

Spring 2020

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

PLATFORM EXPERTISE:

Google Analytics, Google Search Console, Adobe Analytics, BrightEdge, SEMRush, AHrefs, Conductor, HTML5/CSS, WordPress, Commerce Tools, Contentful, Adobe Creative Suite, Figma, Notion, Microsoft Suite, Screaming Frog